

Request for Proposals for IQS

RFP No. IRP2-PROG-IQS003-Media Content Services

For the provision of

Photo, Video, and Graphic Design Services for Iraq

Contracting Entity:
Chemonics Iraq LLC
Jouhayna Business Center, 100m Road, Erbil, Iraq

Funded by:
United States Agency for International Development (USAID)

Funded under:
IRP2-Ta'afi Program
Prime Contract Number: 7200AA19D00015

******* ETHICAL AND BUSINESS CONDUCT REQUIREMENTS *******

Chemonics is committed to integrity in procurement, and only selects suppliers based on objective business criteria such as price and technical merit. Chemonics expects suppliers to comply with our Standards of Business Conduct, available at <https://www.chemonics.com/our-approach/standards-business-conduct/>.

Chemonics does not tolerate fraud, collusion among offerors, falsified proposals/bids, bribery, or kickbacks. Any firm or individual violating these standards will be disqualified from this procurement, barred from future procurement opportunities, and may be reported to both USAID and the Office of the Inspector General.

Employees and agents of Chemonics are strictly prohibited from asking for or accepting any money, fee, commission, credit, gift, gratuity, object of value or compensation from current or potential vendors or suppliers in exchange for or as a reward for business. Employees and agents engaging in this conduct are subject to termination and will be reported to USAID and the Office of the Inspector General. In addition, Chemonics will inform USAID and the Office of the Inspector General of any supplier offers of money, fee, commission, credit, gift, gratuity, object of value or compensation to obtain business.

Offerors responding to this RFP must include the following as part of the proposal submission:

- Disclose any close, familial, or financial relationships with Chemonics or project staff. For example, if an offeror's cousin is employed by the project, the offeror must state this.
- Disclose any family or financial relationship with other offerors submitting proposals. For example, if the offeror's father owns a company that is submitting another proposal, the offeror must state this.
- Certify that the prices in the offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
- Certify that all information in the proposal and all supporting documentation are authentic and accurate.
- Certify understanding and agreement to Chemonics' prohibitions against fraud, bribery and kickbacks.

Please contact suri@icritaafi.org with any questions or concerns regarding the above information or to report any potential violations. Potential violations may also be reported directly to Chemonics at to BusinessConduct@chemonics.com or by phone/Skype at 888.955.6881.

RFP Table of Contents

List of Acronyms

Section I Instructions to Offerors

- I.1 Introduction
- I.2 Chronological List of Proposal Events
- I.3 Offer Submission Requirements
- I.4 Eligibility Requirements
- I.5 Source of Funding, Authorized Geographic Code, and Source and Origin
- I.6 Validity Period
- I.7 Instructions for the Preparation of the Proposal
- I.8 Evaluation and Basis for Award
- I.9 Negotiations
- I.10 Terms of Subcontract
- I.11 Insurance and Services
- I.12 Privity

Section II Background, Scope of Work, Deliverables, and Deliverables Schedule

- II.1. Background
- II.2. Scope of Work
- II.3. Deliverables and Deliverables Schedule

Section III Indefinite Quantity Subcontract (Terms and Clauses)

- Annex 1 Proposal Cover Letter
- Annex 2 Guide to Creating Financial Proposal and Sample Budget
- Annex 3 Required Certifications

List of Acronyms

AIDAR	Agency for International Development (USAID) Acquisition Regulation
CFR	Code of Federal Regulations
CO	USAID Contracting Officer
COP	Chief of Party
COR	USAID Contracting Officer's Representative
CV	Curriculum Vitae
DBA	Defense Base Act
FAR	Federal Acquisition Regulations
IQS	Indefinite Quantity Subcontract
M&E	Monitoring and Evaluation
MEDEVAC	Medical Evacuation
POC	Point of Contact
RFP	Request for Proposals
SAM	System for Award Management
SOW	Scope of work
STO	Sub-Task Order
UEI	Unique Entity Identifier
U.S.	United States
USAID	U.S. Agency for International Development
USAID/Iraq	USAID Mission in Iraq
USG	U.S. Government
VAT	Value Added Tax

Section I. Instructions to Offerors

I.1. Introduction

Chemonics, the Buyer, acting on behalf of the U.S. Agency for International Development (USAID) and the IRP2-Ta'afi Program, under contract number 7200AA19D00015 is soliciting offers from companies and organizations to submit proposals to participate with IRP2-Ta'afi to produce media content for the program and its partners.

The USAID-funded IRP2-Ta'afi Program is working towards a more inclusive and prosperous Iraq by empowering Iraqis to lead positive change. IRP2-Ta'afi does this by working with Iraqi partners to organize the community to address local issues and mobilize around common causes affecting all of Iraq. IRP2-Ta'afi aims to frequently produce visual content that will be published on social media or printed and displayed at activity sites in order to amplify the program's message to a wider audience. Therefore, a subcontractor will support IRP2-Ta'afi by providing photos, videos, and graphic designs to promote its work under an Indefinite Quantity Subcontract (IQS) mechanism, which will allow IRP2-Ta'afi to request services rapidly as needs arise.

Chemonics anticipates issuing an award to one or more qualified suppliers. The award(s) will be in the form of an indefinite quantity subcontract (IQS) with sub-task orders (STOs) issued and priced on a firm fixed price basis (hereinafter referred to as "the IQS"). While the IQS will contain the main terms and conditions and the pricing methodology to be used in negotiating STOs, each STO will contain specific information regarding the services being requested by IRP2-Ta'afi, including the period of performance, deliverables, and other details about the specific work ordered. Chemonics will not reimburse the Offeror for any costs associated with managing the IQS; each STO must stand on its own.

Offerors are invited to submit proposals in response to this RFP in accordance with **Section I Instructions to Offerors**, which will not be part of the subcontract. The instructions are intended to assist interested Offerors in the preparation of their offer. Any resulting subcontract will be guided by Sections II and III.

This IQS RFP does not obligate Chemonics to execute a subcontract, nor does it commit Chemonics to pay any costs incurred in the preparation and submission of the proposals. Furthermore, Chemonics reserves the right to reject any and all offers, if such action is considered to be in the best interest of Chemonics.

Unless otherwise stated, the periods named in the IQS RFP shall be consecutive calendar days.

I.2. Chronological List of Proposal Events

The following calendar summarizes important dates in the solicitation process. Offerors must strictly follow these deadlines.

RFP published	29/03/2023
Deadline for written questions	04/04/2023
Answers provided to questions/clarifications	05/04/2023
Proposal conference pre-registration deadline (mandatory)	05/04/2023
Proposal conference	06/04/2023
Proposal due date	20/04/2023

The dates above may be modified at the sole discretion of Chemonics. Any changes will be published in an amendment to this RFP.

Proposal Conference. A mandatory proposal conference will be held online through Microsoft Teams on 10:00 hrs. local Baghdad time on April 6, 2023, to provide interested offerors an opportunity to learn more about IRP2-Ta'afi and to ask any questions about this RFP and the solicitation process. Chemonics welcomes any organization to attend this proposal conference. Pre-registration to attend the proposal conference is required. Please email your registration request by 17:00 hrs. local Baghdad time on April 5, 2023, to the IRP2-Ta'afi procurement team at solicitations@icritaafi.org.

Written notes from the proposal conference will be provided electronically to all registered offerors.

Written Questions and Clarifications. All questions or clarifications regarding this RFP must be in writing and submitted to the IRP2-Ta'afi procurement team at solicitations@icritaafi.org no later than 17:00 hrs. local Baghdad time on April 4, 2023. Questions and requests for clarification, and the responses thereto, will be circulated to all RFP recipients who have indicated an interest in this RFP on April 5, 2023.

Only written answers from Chemonics will be considered official and carry weight in the IQS RFP process and subsequent evaluation. Any answers received outside the official channel, whether received verbally or in writing, from employees or representatives of Chemonics International, the IRP2-Ta'afi program, or any other party, will not be considered official responses regarding this RFP.

Proposal Submission Date. All proposals must be received by the date and time and complying with the instructions as provided in Section I.3.

I.3. Offer Submission Requirements

Offerors shall submit their offers electronically only as two separate email attachments (one file for the financial offer and one file for the technical offer) in PDF format. Each file attachment must include the RFP number in the file name, and the complete legal name and contact information of the Offeror's organization must be provided in the body of the email. Technical and financial offers must both be stamped and signed by the Offeror's representative. Technical proposals must not make reference to pricing data in order that the technical evaluation may be made strictly on the basis of technical merit.

Emailed offers must be submitted to solicitations@icritaafi.org no later than 17:00 hrs. local Baghdad time on April 20, 2023.

Offerors are responsible for ensuring that their offers are received in accordance with the instructions stated herein. Late offers may be considered at the discretion of Chemonics. Chemonics cannot guarantee that late offers will be considered. Each offeror may submit only one proposal, either individually or as a partner in a joint venture. An offeror who submits or participates in more than one proposal shall cause all the proposals with that offeror's participation to be disqualified.

I.4. Eligibility Requirements

To be determined responsive, an offer must include all of documents and sections included in (i), (ii), and (iii).

Chemonics anticipates issuing a subcontract to a company provided it is legally registered to operate in and recognized under the laws of Iraq and is in compliance with all applicable civil, fiscal, and other applicable regulations. Such a company or organization could include a private firm, non-profit, civil society organization, or university.

The award will be in the form of a an IQS (hereinafter referred to as “the subcontract”). The successful Offeror shall be required to adhere to the statement of work and terms and conditions of the subcontract, which are incorporated in Section III herein.

Companies and organizations that submit proposals in response to this IQS RFP must meet the following requirements:

- (i) Companies or organizations, whether for-profit or non-profit, must be legally registered to operate in Iraq under the laws of Iraq upon award of the subcontract.
- (ii) Firms operated as commercial companies or other organizations or enterprises (including nonprofit organizations) in which foreign governments or their agents or agencies have a controlling interest are not eligible as suppliers of commodities and services.
- (iii) Companies or organizations must obtain security access letters for each target region at the time the subcontract is signed.

Offerors may present their proposals as a member of a partnership with other companies or organizations. In such cases, the subcontract will be awarded to the lead company in the partnership. The leading company shall be responsible for compliance with all subcontract terms and conditions and making all partnership arrangements, including but not limited to division of labor, invoicing, etc., with the other company(ies). A legally registered partnership is not necessary for these purposes; however, the different organizations must be committed to work together in the fulfillment of the subcontract terms.

I.5. Source of Funding, Authorized Geographic Code,

- a) Any subcontract resulting from this RFP will be financed by USAID funding and will be subject to U.S. Government and USAID regulations. All goods and services offered in response to this RFP or supplied under any resulting award must meet USAID Geographic Code 935 in accordance with the United States Code of Federal Regulations (CFR), 22 CFR §228, available at: <http://www.gpo.gov/fdsys/pkg/CFR-2012-title22-vol1/pdf/CFR-2012-title22-vol1-part228.pdf>.

The cooperating country for this RFP is Iraq.

- b) Offerors may not offer or supply any products, commodities or related services that are manufactured or assembled in, shipped from, transported through, or otherwise involving any of the following countries: Cuba, Iran, North Korea, Syria. Related services include incidental services pertaining to any/all aspects of this work to be performed under a resulting contract (including transportation, fuel, lodging, meals, and communications expenses).
- c) Any and all items that are made by Huawei Technology Company, ZTE Corporation, Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, Dahua Technology Company will not be accepted. If quotes include items from these entities, please note that they will be deemed not technically responsive and excluded from competition.

I.6. Validity Period

Offerors’ proposals must remain valid for 90 calendar days after the proposal deadline.

I.7. Instructions for the Preparation of the Proposal

- 1. Cover Letter

The offeror shall use the cover letter provided in Annex 1 of this RFP, which confirms organizational information and consent to the validity of this proposal. Additionally, the offeror will complete and sign the IRP2-Ta'afi Ethical and Business Conduct Certification form, which is provided in "Attachment C."

2. Technical Proposal

The technical proposal shall comprise the parts below. Please note that the proposal must be responsive to the detailed information set out in Section II of this RFP, which provides the background, states the scope of work, describes the deliverables, and provides a deliverables schedule.

The components of the Technical Volume include:

- Technical Approach and Methodology
- CVs of 8 key personnel
- Corporate Capabilities and Experience, including company portfolio
- Past Performance (Company Portfolio and References)

All sections of the Technical Volume must be clearly labeled and identified. **Failure to submit any of the above components of the Technical Volume may result in elimination from consideration for award.**

- Part 1: Technical Approach and Methodology.

Part 1 of the technical volume may not exceed **6 pages** in total.

Using the information contained in the SOW, the offeror should describe its approach for executing each task (see SOW for details) that may be requested in as much detail as necessary for a successful outcome. Please note that the proposal must be responsive to the detailed information set out in Section II of this RFP, which provides the background, states the scope of work, describes the deliverables, and provides expectations on the deliverables submission schedule. Specifically, the offeror must address and detail the following components of their approach:

- Outline of the video production process, from story development through final editing and production, including key considerations for quality control and meeting deadlines
- Access plan for photographers and videographers across Iraq, including how the offeror will ensure staff have the necessary access permissions for each region, how photographers and videographers will be available in each region to quickly travel to activity sites, and how remote coordination and communication will be managed internally and with IRP2-Ta'afi.
- The hardware and software to be used in product creation, including the type (make/model) of camera equipment available for staff use and any photo or video editing software that will be used.
- Approach to understanding and implementing the client's vision and working with them to resolve challenges quickly or proactively.

- Part 2: Key Personnel

The offeror should demonstrate that professional staff with extensive experience are available to oversee and carry out the scope of work. The professional staff deemed as Key Personnel **shall be fully available throughout the duration of the subcontract** and shall not be replaced without prior written consent of Chemonics. The Technical Volume should include CVs (noting which position the individual will fill) for the following required key personnel. For the photographers/videographers,

each CV must indicate (1) where that person is based and (2) which regions the person will cover. Each CV may not exceed **3 pages** in total.

Production Manager

Responsibilities

- Oversee the production of all content and manage all staff under this subcontract.
- Ensure consistent quality of deliverables submitted.
- Troubleshoot any challenges faced by the subcontract staff during video/photo shooting or editing/montage.
- Conduct regular check-ins with IRP2-Ta'afi to discuss upcoming tasks or possible modifications to ongoing work.
- .
- Obtain access to the geographic areas included in the subcontract for the staff working under the subcontract and coordinate their travel movements.
- Ensure smooth workflow and clear communication between subcontract staff and with the IRP2-Ta'afi program.
- Work with photographers and videographers to identify stories for video/photo coverage, and with video editor and creative director to ensure IRP2-Ta'afi's message is highlighted in an interesting and engaging manner.
- Serve as main point-of contact with IRP2-Ta'afi staff and respond to or address requests and feedback as needed.

Requirements

- Minimum 3 years of experience in project management & media production.
- Experience managing a network of photographers.
- Ability to travel inside Iraq.
- Strong decision-making skills and a results-driven approach
- Strong understanding of social media content
- Professional communications skills
- Attention to details.

Creative Director

Responsibilities

- Develop and design creative video storyboards.
- Direct the production of videos under this subcontract.
- Lead brainstorming/creative sessions to generate ideas for videos.
- Manage and direct field photographers and videographers to ensure content captured is in line with IRP2-Ta'afi's intended message and goals.
- Plan, schedule, and coordinate the work of the videographers to meet the needs of the video production.
- Ensure videos produced follow the approved script and convey the message provided by IRP2-Ta'afi.
- Respond to and address Chemonics comments or feedback on data in a timely manner.

Requirements

- Minimum 5 years of experience in video production
- Ability to travel inside Iraq.

- Outstanding leadership and organization skills
- Exemplary interpersonal and analytical abilities
- Hand-on experience in creative process, marketing, graphic design and brand development
- Ability to address unexpected challenges.
- Strong understanding of social media content
- Professional communications skills
- Attention to detail.

Video Editor

Responsibilities

- Manipulate and edit film pieces in a way that is seamless and natural to the audience.
- Attend and participate in discussions with creative director and IRP2-Ta'afi regarding video message and intent, suggesting narrative or editing approaches to achieve the intended goals.
- Review shooting script and raw material to create a shot decision list based on scenes' value and contribution to continuity.
- Trim footage segments and put together the sequence of the film.
- Input music (non-copy righted), dialogues, graphics and effects.
- Create rough and final cuts.
- Ensure logical and smooth sequencing.
- Consult with creative director and videographers from production through post-production process.
- Apply new or industry-standard editing techniques and practices to maximize efficiency and quality of products.
- Ensure the soundtrack is non-copy righted and matches the speed and context of the visual content.
- Address comments and request for edits from IRP2-Ta'afi until the video is approved by USAID.

Requirements

- Minimum 2 years of experience in video production and editing.
- A keen eye for aesthetics, details, and creativity.
- Excellent communication skills
- Ability to work methodically and meet deadlines.
- Understanding of social media content
- Creative mind and storytelling skills

Graphic Designer

Responsibilities

- Study design criteria and images (if applicable) provided by IRP2-Ta'afi and determine requirements.
- Design awareness materials for banners, rollups, brochures, flyers, calendars, IDs, vests, etc
- Design layouts of social media posts, either by using images and text provided by IRP2-Ta'afi or by generating graphics in line with IRP2-Ta'afi's intended theme and messaging.
- Conceptualize visuals based on requirements.
- Prepare rough drafts and present ideas for IRP2-Ta'afi consideration.
- Use the appropriate colors and layouts for each graphic.
- Receive and address feedback from IRP2-Ta'afi to produce final design.
- Remain up to date on current social media formatting/dimensions trends and best practices and apply them to designs that are tailored and specific to intended media platform.

- Ensure final graphics and layouts are visually appealing and on-brand.

Requirements

- Minimum one-year experience in graphic design
- Excellency in using design software and technologies (such as InDesign, Illustrator, and Photoshop)
- A keen eye for aesthetics, details, and creativity
- Excellent communication skills
- Understanding of social media content
- Ability to work methodically and meet deadlines.

Photographer/Videographer (at least 4, in different geographic areas)

Responsibilities

- Understand specifications requested by IRP2-Ta'afi and capture the relevant images or footage.
- Travel to IRP2-Ta'afi activity sites to shoot videos and photos for social media usage.
- Capture images that align with and promote the provided script and intended messaging.
- Conduct video interviews with government officials, community leaders, and youth groups, and help them articulate their thoughts during the interview.
- Troubleshoot any unexpected challenges that may arise during video/photo shooting.
- Identify stories and key individuals during events to capture in photos, collect the person's contact, and provide a brief about their stories.

Requirements

- Minimum 2 years of experience as a professional photographer or videographer
- Ability to travel inside Iraq.
- A keen eye for aesthetics, details, and creativity
- Excellent communication skills
- Understanding of social media content

The offeror may include other positions to serve under the subcontract in addition to the required above positions to ensure smoother workflow, quality work, and submission of deliverables on time.

- Part 3: Corporate Capabilities, Experience, and Past Performance.

Part 3 of the technical volume may not exceed **5 pages** in total (excluding company portfolio).

Part 3 must include a description of the company and organization, with appropriate reference to any parent company and subsidiaries. Offerors must include details demonstrating their experience and technical ability in implementing the technical approach/methodology.

Offerors will include a company professional portfolio demonstrating the quality of previous work similar in scope to IRP2-Ta'afi's work. At minimum, the portfolio must include:

- 3 videos between 30 seconds and 2 minutes in length
- 50 photographs
- 7 graphic designs (infographics, banner/rollup design, etc)

The company portfolio **must include samples from the proposed Creative Director, Video Editor, Graphic Designer, and each of the 4 photographers/videographers**. Each portfolio must be clearly identified with the name of the person who produced the work and the location the photos/footage was

taken (for photographers and videographers). Additional work samples produced by the company may also be included in the portfolio, but at a minimum the portfolio must be representative of the work produced by the specific team to be assigned to this subcontract.

Additionally, offerors must include 3 past performance references of similar work (under contracts or subcontracts) previously implemented as well as contact information for the companies for which such work was completed. A brief summary of each past performance will include the objective of the project, the general size or scope of the work, and the final products or deliverables produced, with emphasis on any aspects of the work that are similar to the works being requested in this RFP. Contact information must include at a minimum: name of point of contact who can speak to the offeror's performance, name and address of the company for which the work was performed, and email and phone number of the point of contact. Chemonics reserves the right to check additional references not provided by an offeror.

3. Cost Proposal

The cost proposal is used to determine which proposals represent the best value and serves as a basis of negotiation before award of a subcontract.

The price of the subcontract to be awarded will be based on the fixed unit prices for each service. If unanticipated services are required at the time of issuing a scope of work for an anticipated sub-task order, these costs will be negotiated and agreed to in writing with Chemonics prior to sub-task order signing. If Tenderers have fixed unit prices for services they regularly utilize or believe to be required, they are invited to provide these as a separate list. These line items will not be a part of the official proposal, but they may be used if the tenderer is selected for award after being checked for reasonability.

Please refer to Annex 2 for detailed instructions and a sample cost structure.

No profit, fees, taxes, or additional costs may be added after award. The cost proposal must be inclusive of any taxes, VAT, tariffs, duties, or other levies imposed by any laws in effect in Iraq. Offerors are responsible for considering and including all relevant costs in their cost proposal; following contract award, no cost increases or modifications will be accepted unless Chemonics deems the changes necessary and reasonably outside of the subcontractor's control or capacity to have anticipated.

I.8 Evaluation and Basis for Award

This RFP will use the tradeoff process to determine best value as set forth in FAR 15.101-1. That means that each proposal will be evaluated and scored against the evaluation criteria and evaluation sub-criteria, which are stated in the table below. Chemonics will award a subcontract to the offeror whose proposal represents the best value to Chemonics and the IRP2-Ta'afi program. Chemonics may award to a higher priced offeror if a determination is made that the higher technical evaluation of that offeror merits the additional cost/price.

Evaluation points will not be awarded for cost, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost, when combined, are considered more important than cost factors. Cost will primarily be evaluated for realism and reasonableness. If technical scores are determined to be nearly equal, cost will become the determining factor.

In evaluating proposals, Chemonics will use the following evaluation criteria and sub-criteria:

Evaluation Criteria	Evaluation Sub-criteria	Maximum Points
Technical Approach and Methodology		
Technical Approach and Methodology	Technical know-how – Chemonics will assess whether the proposal understands and responds to the objectives of the project as stated in the Scope of Work, and addresses all requested components	10 points
	Approach and Methodology – Chemonics will assess whether the proposed program approach fulfills the requirements of executing the Scope of Work effectively and efficiently and is sufficiently nuanced to demonstrate the offeror’s understanding of and capacity to implement the approach. This includes the ability to respond quickly to STO requests, to work collaboratively with IRP2-Ta’afi to understand the vision and messaging intent, solve problems and challenges rapidly, and maintain high quality standards throughout the production process.	15 points
	Sector Knowledge – Chemonics will assess whether the proposal demonstrates the offeror’s knowledge of and ability to apply tools and approaches related to technical sectors required by the SOW – experience with and access to high-quality equipment and software, how to identify stories that relay the intended message, techniques for creating a captivating and engaging image or video	15 points
Total Points – Technical Approach		40 points
Key Personnel		
Key Personnel	For all positions: Chemonics will evaluate the curriculum vitae (CV) of the proposed individual to assess if the person has the experience and capabilities to carry out the Scope of Work. Samples of their work provided in the Company Portfolio will also be used to evaluate the quality of their work.	
	Production Manager	6 points
	Creative Director	6 points
	Video Editor	3 points
	Graphic Designer	3 points
	Photographer/Videographer #1	3 points
	Photographer/Videographer #2	3 points
	Photographer/Videographer #3	3 points
	Photographer/Videographer #4	3 points
Total Points – Key Personnel		30 points
Corporate Capabilities, Experience, and Past Performance		
Corporate Capabilities	Company Background and Experience – Chemonics will evaluate whether the company mandate and experience is relevant to the SOW	10 points

Portfolios	Company Portfolio – Chemonics will assess whether the offeror has conducted relevant similar projects in the past and the quality of those works. Chemonics will evaluate: - how similar the provided works are to this SOW - the resolution of the photos/videos and quality of editing - ability of the photo/video to tell a compelling story - pace and rhythm of the video and editing cuts - quality of the script and whether the images align with the narrative - graphic designs provide a message in a clear and aesthetically pleasing manner	15 points
Past Performance	Past Performance – Chemonics will contact three references provided by the offeror to assess whether the offeror was able to meet deadlines and deliverables, was responsive to requests and flexible with changes during implementation, and provided an overall satisfactory performance	5 points
Total Points – Corporate Capabilities		30 points
Total Points		100 points

I.9 Negotiations

Best offer proposals are requested. It is anticipated that a subcontract will be awarded solely on the basis of the original offers received. However, Chemonics reserves the right to conduct discussions, negotiations and/or request clarifications prior to awarding a subcontract. Furthermore, Chemonics reserves the right to conduct a competitive range and to limit the number of offerors in the competitive range to permit an efficient evaluation environment among the most highly-rated proposals. Highest-rated offerors, as determined by the technical evaluation committee, may be asked to submit their best prices or technical responses during a competitive range. At the sole discretion of Chemonics, offerors may be requested to conduct oral presentations. If deemed an opportunity, Chemonics reserves the right to make separate awards per component or to make no award at all.

I.10 Terms of Subcontract

This is a request for proposals only and in no way obligates Chemonics to award a subcontract. In the event of subcontract negotiations, any resulting subcontract will be subject to and governed by the terms and clauses detailed in Section III. Chemonics will use the template shown in section III to finalize the subcontract. Terms and clauses are not subject to negotiation. By submitting a proposal, offerors certify that they understand and agree to all of the terms and clauses contained in section III.

I.11 Insurance and Services

Within two weeks of signature of this subcontract, the Offeror shall procure and maintain in force, on all its operations, insurance in accordance with the charts listed below. The policies of insurance shall be in such form and shall be issued by such company or companies as may be satisfactory to Chemonics. Upon request from Chemonics, the Supplier shall furnish Chemonics with certificates of insurance from the insuring companies which shall specify the effective dates of the policies, the limits of liabilities there under, and contain a provision that the said insurance will not be canceled except upon thirty (30) days' notice in writing to Chemonics. The Supplier shall not cancel any policies of insurance required hereunder either before or after completion of the work without written consent of Chemonics. Note DBA is reimbursable to the Offeror.

DEFENSE BASE ACT (DBA) INSURANCE

a) FAR 52.228-3 WORKER'S COMPENSATION INSURANCE (DEFENSE BASE ACT INSURANCE) (Jul 2014) [Updated by AAPD 22-01- 6-10-22]

The Subcontractor shall (a) provide, before commencing performance under this Subcontract, such workers' compensation or security as the Defense Base Act (DBA) (42 U.S.C. 1651, et seq.) requires and (b) continue to maintain it until performance is completed. The Subcontractor shall insert, in all lower-tier subcontracts authorized by Chemonics under this Subcontract to which the Defense Base Act applies, a clause similar to this clause imposing upon those lower-tier subcontractors this requirement to comply with the Defense Base Act. DBA insurance provides critical protection and limits on liability. The Subcontractor shall provide a proof of DBA insurance coverage to Chemonics upon request. Chemonics will verify coverage for, at least, projects in high-risk environments and where Chemonics may be providing security.

(b) AIDAR 752.228-3 WORKERS' COMPENSATION (DEFENSE BASE ACT) [Updated by AAPD 22-01- 6-10-22] As prescribed in AIDAR 728.308, the following supplemental coverage is to be added to the clause specified in FAR 52.228-3.

(1) The Subcontractor agrees to procure DBA insurance pursuant to the terms of the contract between USAID and USAID's DBA insurance carrier unless the Subcontractor has a DBA self-insurance program approved by the U.S. Department of Labor or has an approved retrospective rating agreement for DBA.

(2) If USAID or Subcontractor has secured a waiver of DBA coverage (See AIDAR 728.305-70(a)) for Subcontractor's employees who are not citizens of, residents of, or hired in the United States, the Subcontractor agrees to provide such employees with worker's compensation benefits as required by the laws of the country in which the employees are working, or by the laws of the employee's native country, whichever offers greater benefits.

(3) The Subcontractor further agrees to insert in all lower-tier subcontracts hereunder to which the DBA is applicable a clause similar to this clause, including the sentence, imposing on all lower-tier subcontractors authorized by Chemonics a like requirement to provide overseas workmen's compensation insurance coverage and obtain DBA coverage under the USAID requirements contract.

(4) Contractors must apply for coverage directly to Starr Indemnity & Liability Company through its agent, Marsh McLennan Agency (MMA), using any of the following methods:

1. **Website.** There is a website with the option to print a PDF application form and submit it or complete an online application. The link to the website is:

<https://www.starr.com/Insurance/Casualty/Defense-Base-Act/USAID---Defense-Base-Act>

2. **Email.** An application form can be emailed to: USAID@marshmma.com

3. **Additional Contacts.** Contacts for Starr Indemnity & Liability Company and its agent, Marsh MMA are available for guidance and question regarding the required application form and submission requirements:

- Tyler Hlawati (Starr) tyler.hlawati@Starrcompanies.com Telephone: 646-227-6556
- Bryan Cessna (Starr) bryan.cessna@starrcompanies.com Telephone: 302-249-6780

- Mike Dower (Marsh MMA) mike.dower@marshmma.com Telephone: 703-813-6513
- Diane Proctor (Marsh MMA) diane.proctor@marshmma.com Telephone: 703-813-6506

For instructions on the required application form and submission requirements, please refer to [AAPD 22-01](#). Pursuant to AIDAR 752.228-70, medical evacuation is a separate insurance requirement for overseas performance of USAID funded subcontracts; the Defense Base Act insurance does not provide coverage for medical evacuation. The costs of DBA insurance are allowable and reimbursable as a direct cost to this Subcontract.

Before starting work, the offeror must provide Chemonics with a copy of the DBA coverage policy that covers each of its employees.

(c) AIDAR 752.228-7 INSURANCE ON PRIVATE AUTOMOBILES Pursuant to the clause of this Subcontract entitled “Insurance Liability to Third Persons” (AIDAR 752.228-07), if the Subcontractor or any of its employees, consultants, or their dependents transport or cause to be transported (whether or not at Subcontract expense) privately owned automobiles to the Cooperating Country, or if any of them purchase an automobile within the Cooperating Country, the Subcontractor shall, during the period of this Subcontract, ensure that all such automobiles during such ownership within the Cooperating Country will be covered by a paid-up insurance policy issued by a reliable company providing minimum coverage of US\$10,000/US\$20,000 for injury to persons and US\$5,000 for property damage, or such other minimum coverages as may be set by the cognizant Mission Director, payable in U.S. dollars or its equivalent in the currency of the Cooperating Country. The premium costs of such insurance shall not be a reimbursable cost under this Subcontract.

(d) AIDAR 752.228-70 Medical Evacuation Services (MEDEVAC) Services (July 2007) [Updated by AAPD 06-01].

(1) The Subcontractor shall provide MEDEVAC service coverage to all U.S. citizen, U.S. resident alien, and Third Country National employees and their authorized dependents (hereinafter “individual”) while overseas under a USAID-financed direct contract. Chemonics will reimburse reasonable, allowable, and allocable costs for MEDEVAC service coverage incurred under this Subcontract. The USAID Contracting Officer through Chemonics will determine the reasonableness, allowability, and allocability of the costs based on the applicable cost principles and in accordance with cost accounting standards.

(2) Exceptions: (i) The Subcontractor is not required to provide MEDEVAC insurance to eligible employees and their dependents with a health program that includes sufficient MEDEVAC coverage as approved by Chemonics. (ii) The USAID Mission Director through Chemonics, may make a written determination to waive the requirement for such coverage. The determination must be based on findings that the quality of local medical services or other circumstances obviate the need for such coverage for eligible employees and their dependents located at post.

(3) If authorized to issue lower-tier subcontracts, the Subcontractor shall insert a clause similar to this clause in all lower-tier subcontracts that require performance by Subcontractor employees

e) In addition to the foregoing insurance requirements, the Supplier shall, as a minimum, obtain the following insurance in form and substance satisfactory to Chemonics that are covered by the standard fixed rates in Section 3.

TYPE	MINIMUM LIMIT
------	------------------

(a) Defense Base Act or equivalent for waived nationals per FAR 52.228-3 and 52.228-4. The coverage shall extend to Employers Liability for bodily injury, death, and for occupational disease.	As required by DBA
(b) Comprehensive General Liability Each Occurrence Combined Single Limit for Personal Injury and/or Property Damage.	\$1,000,000 \$2,000,000
(c) Automobile Liability Combined Single Limit each occurrence	As per AIDAR 752.228-7 and \$1,000,000
(d) Other Required Insurance- Umbrella Insurance additive to (b) and (c) above	\$1,000,000/ \$2,000,000

I.12 Privity

By submitting a response to this request for proposals, offerors understand that USAID is NOT a party to this solicitation and the offeror agrees that any protest hereunder must be presented—in writing with full explanations—to Chemonics International for consideration, as USAID will not consider protests made to it under USAID-financed subcontracts. Chemonics, at its sole discretion, will make a final decision on the protest for this procurement.

Section II Background, Scope of Work, Deliverables, and Deliverables Schedule

II.1. Background

The USAID-funded IRP2-Ta'afi Program is working towards a more inclusive and prosperous Iraq by empowering Iraqis to lead positive change. IRP2-Ta'afi does this by working with Iraqi partners to organize the community to address local issues and mobilize around common causes affecting all of Iraq. IRP2-Ta'afi aims to frequently produce visual content that will be published on social media or printed and displayed at activity sites in order to amplify the program's message to a wider audience. Therefore, a subcontractor will support IRP2-Ta'afi by providing photos, videos, and graphic designs to promote its work under an Indefinite Quantity Subcontract (IQS) mechanism, which will allow IRP2-Ta'afi to request services rapidly as needs arise.

II.2. Scope of Work

Under this subcontract, IRP2-Ta'afi staff and the subcontractor will work together to produce content that will convey IRP2-Ta'afi messaging objectives and highlight the work of the IRP2-Ta'afi program and partners. Upon issuance of an STO requesting specific services, IRP2-Ta'afi will provide relevant information on the content to be produced, including:

- Location where photos or videos will be shot.
- Brief summary of the IRP2-Ta'afi intervention and purpose
- Messaging objective of the content to be created, including intended audience.
- Contact information of key POCs at activity locations
- Any other key details on the final product design or content

Unless otherwise specified, deliverables produced under this subcontract are intended for publication on social media. Therefore, all content produced must adhere to social media rules and styles in terms of resolution and presentation. The subcontractor is responsible for following social media content technical trends and demonstrating expertise in this field through the provided services.

The selected subcontractor's key personnel will be working closely with the IRP2-Ta'afi Communications Manager throughout the entire process for all STOs and deliverables production. The selected subcontractor will be required to be responsive to IRP2-Ta'afi feedback and requests in a timely manner and provide regular updates on the status of tasks and any challenges that may arise.

Geographic Coverage

IRP2-Ta'afi implements projects throughout Iraq, with a (current) focus on Mosul, Sinjar, Basra province, Thi Qar province (primarily Nasiriyah and Islah), and Baghdad. Therefore, the selected subcontractor will ideally retain photographers and videographers based in or around these key regions, in order to quickly mobilize and respond to STOs requirements. While the majority of services requested are expected to cover events or sites in these key areas, the selected subcontractor should be prepared to provide photo or video coverage in any Iraqi province. **The selected subcontractor is responsible for obtaining access letters for staff for all regions.**

Travel to Activity Sites

Upon issuance of an STO requesting photo or video services, IRP2-Ta'afi will provide the selected subcontractor with details and points of contact for the location(s) to be covered under the STO. For the purposes of this subcontract, one "site visit" is defined as 3 to 8 working hours within one district. During this time, the selected subcontractor's staff may be asked to visit multiple activity locations within the district to provide photo or video coverage of multiple IRP2-Ta'afi activities. Prior to signing the STO,

IRP2-Ta'afi and the selected subcontractor will agree on how many visits will be required and the necessary timeline in order to produce the deliverables.

Photography Services

If requested under an STO, the selected subcontractor will be responsible for mobilizing one of the approved photographers (as identified in the selected subcontractor's technical proposal) on one or more site visits. In coordination with IRP2-Ta'afi and the selected subcontractor's Production Manager, the photographer must identify stories or key elements within IRP2-Ta'afi's activities that align with IRP2-Ta'afi's intended message, and then capture them in high-quality (300 dpi minimum) photographs. In some instances, IRP2-Ta'afi may request aerial photographs captured with the use of a drone. Final photographs (original images without editing, unless stated otherwise) will be submitted for IRP2-Ta'afi review and approval through Google Drive within 2 business days after shooting.

Video Production Services

If requested under an STO, the selected subcontractor will be responsible for mobilizing one of the approved videographers (as identified in the selected subcontractor's technical proposal) on one or more site visits. IRP2-Ta'afi will also request that the selected subcontractor develop a story idea and storyboard for the video, based on background information and details provided by IRP2-Ta'afi. The video design, detailed script for narration, and storyboard will be approved by IRP2-Ta'afi prior to videographer travel. The videographer may be asked to provide video footage of IRP2-Ta'afi activity sites or to conduct interviews with government officials, community leaders, youth groups, or others. In some instances, IRP2-Ta'afi may request aerial footage captured with the use of a drone. Captured footage will be 3840x2160 pixels minimum. Following site visits, the selected subcontractor's approved video editor (as identified in the selected subcontractor's technical proposal) will montage and edit the footage in coordination with the Production Manager and Creative Director, following the approved script and storyboard. This may include adding sound effects or non-copyrighted music in the background. All videos must include headlines unless otherwise stated by IRP2-Ta'afi. In some instances (to be agreed upon prior to STO signature), IRP2-Ta'afi may request a second version of the video which includes headlines in a second language or subtitles (translation will be provided by Ta'afi). Once the first draft of the video is submitted to IRP2-Ta'afi, the selected subcontractor must address any and all IRP2-Ta'afi comments or feedback on the video within 2 business days, unless otherwise stated by IRP2-Ta'afi. Submission of the final approved video meeting all IRP2-Ta'afi requirements and addressing all IRP2-Ta'afi comments will be expected with 15 working days after capturing the last video footage, unless IRP2-Ta'afi requests or approves a different delivery timeline.

Graphic Design Services

The selected subcontractor will produce graphic designs for either printed materials (banners, rollups, flyers, etc) or for social media posts (infographics, etc). Upon STO signature, IRP2-Ta'afi will provide the text and intended message and use of the design, along with details on how the requested design format (dimensions of the banner, Instagram post vs. story, etc). In some instances, IRP2-Ta'afi will also provide the image/photograph to be used; in other instances, the selected subcontractor will be asked to design a creative image that conveys the intended message and purpose of the final product. In some instances, IRP2-Ta'afi may request that the provided graphic design include a version with English text (provided by IRP2-Ta'afi), or that the same design is provided in different dimensions/format.

See attached Annex 2.1: Cost Proposal Template for detailed list of all possible requested services under this IQS. If IRP2-Ta'afi requests a service that is not established in this list, IRP2-Ta'afi and the selected subcontractor will discuss and agree upon the terms and rate prior to STO issuance.

II.3. Deliverables and Deliverables Schedule

Deliverables and submission timelines will be specified in each STO. Details for deliverable requirements for each type of service are provided in section II.2 SOW above and in Annex 2.1: Cost Proposal Template.

DBA Invoice

In accordance with section I.1.1, the selected subcontractor will procure DBA insurance from the referenced provider for all relevant workers under an issued STO that includes site visits. The cost of DBA insurance is fully reimbursable and will be paid in accordance with the purchase confirmation and invoice.

Section III Indefinite Quantity Subcontract (Terms and Clauses)

See attachment “A”.

Annex 1 Cover Letter

[Offeror: Insert date]

IRP2-Ta'afi Procurement Team
IRP2-Ta'afi Program
Chemonics Iraq LLC
Jouhayna Business Center, 100m Road, Erbil, Iraq

Reference: Request for Proposals No. IRP2-PROG-IQS003-Media Content Services

Subject: [Offeror: Insert name of your organization]'s technical and cost proposals

Dear IRP2-Ta'afi Procurement Team:

[Offeror: Insert name of your organization] is pleased to submit its proposal in regard to the above-referenced request for proposals. For this purpose, we are pleased to provide the information furnished below:

Name of Organization's Representative	_____
Name of Offeror	_____
Type of Organization	_____
Taxpayer Identification Number	_____
UEI Number	_____
Address	_____
Address	_____
Telephone	_____
Fax	_____
E-mail	_____

As required by section I, I.7, we confirm that our proposal, including the cost proposal will remain valid for **90** calendar days after the proposal deadline.

We are further pleased to provide the following annexes containing the information requested in the RFP.:

[Offerors: It is incumbent on each offeror to clearly review the RFP and its requirements. It is each offeror's responsibility to identify all required annexes and include them]

- I. Copy of registration or incorporation in the public registry, or equivalent document from the government office where the offeror is registered.
- II. Copy of company tax registration, or equivalent document.
- III. Copy of trade license, or equivalent document.
- IV. Evidence of Responsibility Statement.

Sincerely yours,

Signature
[Offeror: Insert name of your organization's representative]
[Offeror: Insert name of your organization]

Annex 2 Guide to Creating a Financial Proposal for a Fixed Price Subcontract and Sample Cost Proposal Template

The purpose of this annex is to guide offerors in creating a budget for their cost proposal. Because the subcontract will be funded under a United States government-funded program, it is important that all offerors' budgets conform to this standard format. It is thus strongly recommended that offerors follow the steps described below.

Under no circumstances may cost information be included in the technical proposal. No cost information or any prices, whether for deliverables or line items, may be included in the technical proposal. Cost information must only be shown in the cost proposal.

Step 1: Design the technical proposal. Offerors should examine the market for the proposed activity and realistically assess how they can meet the needs as described in this RFP, specifically in section II. Offerors should present and describe this assessment in their technical proposals.

Step 2: Determine the basic costs associated with each deliverable. Offerors should consider best estimate of the costs associated with each deliverable, which should include labor and all non-labor costs, e.g. other direct costs, such as fringe, allowances, travel and transport, etc.

Step 3: Create a budget for the cost proposal. Each offeror must create a budget using a spreadsheet program compatible with MS Excel. A sample cost proposal template is provided as an annex to this RFP. The total proposed cost for each service line item must be included in the spreadsheet, taking into account all associated costs and fees to provide the deliverables according to the provided specifications. Offerors may add additional lines or descriptions for clarity and to justify larger line-item costs.

All cost information must be expressed in US Dollars. The selected offeror will be awarded an Indefinite Quantity Subcontract (IQS) that will include the final accepted financial proposal as the standard cost table. This cost table will be applied in subsequent sub-task orders (STOs) issued with specific SOWs and deliverables. **Following subcontract signature, no budget modifications will be made to account for additional costs that Chemonics deems could reasonably have been anticipated during the proposal phase** – therefore, offerors are strongly encouraged to consider all aspects and associated costs of their technical proposal in developing their proposed budget.

Step 4: Write Budget Narrative (optional). A Budget Narrative is not required to be considered for award, but offerors may provide one to supplement or compliment their budget spreadsheet. The narrative may be provided in MS Word to explain each cost line item and the assumption(s) of why a cost is being budgeted as well as how the amount is reasonable. Supporting information will allow for a more complete analysis of each cost element or line item. Chemonics reserves the right to request additional cost information if the evaluation committee has concerns of the reasonableness, realism, or completeness of an offeror's proposed cost.

If it is an offeror's regular practice to budget indirect rates, e.g. overhead, fringe, G&A, administrative, or other rate, Offerors must explain the rates and the rates' base of application in the budget narrative. Chemonics reserves the right to request additional information to substantiate an Offeror's indirect rates.

See Attachment "B" Sample Cost Proposal Template for the budget proposal format, which may be completed in its current form or edited to better detail the offeror's proposed costs.

Annex 3 Required Certifications

EVIDENCE OF RESPONSIBILITY

*INSTRUCTIONS TO OFFERORS: Please edit and update the text in **red** below to indicate that your company is able to comply with the terms and conditions of the subcontract.*

1. Offeror Business Information

Company Name: Full Legal Name

Address: Address

UEI Number: (if applicable) Enter the Unique Entity Identifier (UEI number) assigned to the company

2. Authorized Negotiators

Company Name proposal for National and Regional Data Collection Services for Iraq may be discussed with any of the following individuals. These individuals are authorized to represent Company Name in negotiation of this offer in response to RFP No. IRP2-PROG-IRQ008-Data Collection.

List Names of Authorized signatories

These individuals can be reached at Company Name office:

Address

Telephone/Fax

Email address

3. Adequate Financial Resources

Company Name has adequate financial resources to manage this contract, as established by our audited financial statements (OR list what else may have been submitted) submitted as part of our response to this proposal.

If the offeror is selected for an award valued at \$30,000 or above, and is not exempted based on a negative response to Section 3(a) below, any first-tier subaward to the organization may be reported and made public through FSRs.gov in accordance with The Transparency Acts of 2006 and 2008. Therefore, in accordance with FAR 52.240-10 and 2CFR Part 170, if the offeror positively certifies below in Sections 3.a and 3.b and negatively certifies in Sections 3.c and 3.d, the offeror will be required to disclose to

Chemonics for reporting in accordance with the regulations, the names and total compensation of the organization's five most highly compensated executives. By submitting this proposal, the offeror agrees to comply with this requirement as applicable if selected for a subaward.

In accordance with those Acts and to determine applicable reporting requirements, Company Name certifies as follows:

- a) In the previous tax year, was your company's gross income from all sources above \$300,000?

☐Yes ☐No

b) In your business or organization's preceding completed fiscal year, did your business or organization (the legal entity to which the DUNS/UEI number belongs) receive (1) 80 percent or more of its annual gross revenues in U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements; and (2) \$25,000,000 or more in annual gross revenues from U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements?:

☐Yes ☐No

c) Does the public have access to information about the compensation of the executives in your business or organization (the legal entity to which the DUNS/UEI number it provided belongs) through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986? (FFATA § 2(b)(1)):

☐Yes ☐No

d) Does your business or organization maintain an active registration in the System for Award Management (www.SAM.gov)?

☐Yes ☐No

4. Ability to Comply

Company Name is able to comply with the proposed delivery of performance schedule having taken into consideration all existing business commitments, commercial as well as governmental.

☐Yes ☐No

5. Record of Performance, Integrity, and Business Ethics

Company Name record of integrity is exemplary. We have no allegations of lack of integrity or of questionable business ethics. Our integrity can be confirmed by our references in our Past Performance References, contained in the Technical Proposal.

☐ Yes ☐ No

6. Organization, Experience, Accounting and Operational Controls, and Technical Skills

Company Name has an appropriate organizational system for managing the subcontract SOW and deliverables. **Company Name** has accounting and control procedures to adequately accommodate and responsibly manage funds and payments as needed for this subcontract. *(may include additional details as appropriate)*

☐ Yes ☐ No

7. Equipment and Facilities

Company Name has the necessary facilities and equipment to carry out the contract as per the subcontract SOW. *(may include additional details as appropriate)*

☐ Yes ☐ No

8. Eligibility to Receive Award

Company Name is qualified and eligible to receive an award under applicable laws and regulation and affirm that they are not included in any list maintained by the US Government of entities debarred, suspended or excluded for US Government awards and funding.

☐ Yes ☐ No

Additionally, **Company Name** has performed work of similar nature under similar mechanisms for USAID:

☐ No

☐ Yes – *please describe:*

9. Cognizant Auditor

(Instructions: If applicable, Offeror should provide Name, address, phone of their auditors – whether it is a government audit agency, such as DCAA, or an independent CPA.)

10. Acceptability of Contract Terms

Company Name has read and accepts the proposed contract terms and conditions.

☐ Yes ☐ No

Signature: _____

Name: _____

Title: _____

Date: _____