

iMMAP France

**Request for Proposals for Provision of Media Campaign
Development and Execution Services to iMMAP France**

[September 13th, 2023]

Dear Sir/Madam,

You are invited to submit a proposal for iMMAP France with the requirements mentioned herein. The purpose of this request for proposal (RFP) is to identify suitable provider(s) to provide media campaign development and execution services to iMMAP France in Iraq.

iMMAP France is an international non-governmental organization (INGO) that provides targeted Information Management (IM) support to partners responding to complex humanitarian and development challenges. For more than 5 years, iMMAP France has promoted measurable change in people's lives through the core philosophy that better data leads to better decisions, which ultimately lead to better outcomes.

We anticipate that the bidder whose proposal suggests the best solution in response to the requirements set forth in this RFP will be selected by **October 12th, 2023**.

We thank you for your effort, and interest in iMMAP France in advance.

1. INTRODUCTION

1.1 Background

iMMAP France supports humanitarian actors to solve operational and strategic challenges. Our pioneering approach facilitates informed and effective emergency preparedness, humanitarian response, and development aid activities by enabling evidence-based decision-making for UN agencies, humanitarian cluster/sector leads, NGOs, and government operations.

1.2 Scope of Services

iMMAP France invites bidders to provide bids for provision of develop and execution of a media campaign targeting the private sector in Iraq, to promote the digital employment platform Mihan.

2. ADMINISTRATIVE INFORMATION

2.1 Expected Time Period for Framework Agreement

October 20th, 2023 – January 18th, 2024.

2.2 RFP Coordinator

Written questions must be directed, via email, to hadnan@immapfr.org

2.3 Proposer Inquiries

iMMAP France will consider written proposer inquiries regarding RFP requirements or Scope of Services before the date specified in the Calendar of Events. iMMAP France reserves the right to modify the RFP should a change be identified that is in the best interest of iMMAP France.

To be considered, written inquiries and requests for clarification of the content of this RFP must be received via e-mail at hadnan@immapfr.org by **16:30** local time on **September 30, 2023**, as specified in the Calendar of Events. Any and all questions directed to the RFP Coordinator will be deemed to require an official response. Official responses to each of the questions presented by the proposers will be sent via email to all proposers by the date specified in the calendar of events.

Only the **RFP Coordinator** has the authority to officially respond to a proposer's questions on behalf of iMMAP France. Any communications from any other individuals are not binding to iMMAP France.

2.4 Calendar of Events

Event	Date
Release RFP	September 24, 2023
Deadline for receiving proposer inquiries	September 30, 2023
Responses to proposer inquiries due	October 1, 2023
Proposal submission deadline	October 4, 2023
Announce award of "Successful Proposer"	October 12, 2023
Execute Framework Agreement	October 20, 2023

Note: iMMAP France reserves the right to amend and/or change this calendar of events/schedule of RFP activities as it deems necessary.

3. PROPOSAL INFORMATION

3.1 Proposal Response Location

Iraq

3.2 Desirable Qualifications of Proposer

The proposer can be a multimedia or a general trading company with the technical capability to provide marketing and media campaign servers to iMMAP France in Baghdad, Iraq.

3.3 RFP Addenda

iMMAP France reserves the right to change the calendar of events or revise any part of the RFP by issuing an addendum to the RFP at any time.

3.4 Proposal Rejection

Issuance of this RFP in no way constitutes a commitment by iMMAP France to award a Framework Agreement. iMMAP France reserves the right to accept or reject, in whole or part, all proposals submitted and/or cancel this announcement.

3.5 Withdrawal and Re-submission of Proposal

A proposer may withdraw a proposal that has been submitted at any time up to the date and time the proposal is due. To accomplish this, a written request by the authorized representative of the proposer must be submitted to the RFP Coordinator.

3.6 Cost of Preparing Proposals

iMMAP France is not liable for any costs incurred by prospective proposers prior to issuance of or entering into a Framework Agreement. Costs associated with developing the proposal and any other expenses incurred by the proposer in responding to this RFP are entirely the responsibility of the proposer and shall not be reimbursed in any manner by iMMAP France.

3.7 Errors and Omissions in Proposal

iMMAP France will not be liable for any errors in proposals and reserves the right to make corrections or amendments due to minor errors identified in proposals. iMMAP France, at its option, has the right to request clarification or additional information from the proposer.

3.8 Contract Award and Execution

iMMAP France reserves the right to enter into a Framework Agreement without further discussion of the proposal submitted based on the initial offer received. iMMAP France reserves the right to Framework Agreement for all or a partial list of services offered in the proposal.

The RFP and proposal of the selected proposer will become part of any Framework Agreement between the selected consultant and iMMAP France.

If the Framework Agreement negotiation period exceeds 14 calendar days or if the selected proposer fails to sign the final Framework Agreement within 5 business days of delivery of it, iMMAP France may elect to cancel the Framework Agreement and award the Framework Agreement to the next-highest-ranked proposer.

4. RESPONSE INSTRUCTIONS

4.1 Proposal Submission

Proposal submission must be received via emails directed to the following email:

hadnan@immapfr.org

The proposals must be received in two separate files, requiring suppliers to submit the technical details and financial proposals separately.

The proposals shall be received on or before **October 4, 2023**, the date specified in the aforementioned Calendar of Events.

It is solely the responsibility of each proposer to assure that their proposal is received prior to the deadline for submission. Proposals received after the submission deadline will not be considered.

4.2 Certification Statement

The proposer must sign and submit the Certification Statement shown in ANNEX II.

4.3 Proposal Format

The proposer should submit a proposal as specified in ANNEX I which shall include enough information to satisfy evaluators that the proposer has the appropriate experience and qualifications to provide videography services described herein. The proposer should respond to all requested specifications and items.

Proposers shall also submit ANNEX II and ANNEX III (Financial Bid Form) separately, filled and signed.

5. EVALUATION AND SELECTION

5.1 Evaluation Team

The evaluation of proposals will be accomplished by an evaluation team, to be designated by iMMAP France, which will determine the proposal most advantageous to iMMAP France.

5.2 Administrative and Mandatory Screening

All proposals will be reviewed to determine compliance with administrative and mandatory requirements as specified in the RFP. Proposals found not to be in compliance will be rejected from further consideration. Risk mitigation procedures should also be provided. iMMAP France takes meeting duty-of-care obligations and compliance with the principles of 'do no harm' very seriously.

5.3 Evaluation and Review

The purpose of the RFP process is to secure the contractor most capable of providing the services specified in this document. Selection of the contractor will be made solely on the basis of the most responsive proposal submitted by a qualified proposer that satisfies all services and products described in this RFP. iMMAP France reserves the right to award a Framework Agreement based upon initial offers received. Proposals submitted should follow the format in ANNEX II.

The criteria for the evaluation process will be weighted as follows:

- Technical - 70%
 - Financial - 30%
- (100% total)

Marking Criteria:

Minimum eligibility criteria (Pass/Fail)

- 1) The Bidder confirms it is fully qualified, licensed and registered to trade with iMMAP (including

compliance with all relevant local Country legislation).

This includes the Bidder submitting the following requirements (where applicable):

- a. Legitimate business address
 - b. Tax registration number & clearance certificate
 - c. Business registration certificate
- 2) Bid validity period (*Pass/Fail*)
 - 3) Bids should remain valid for at least 100 days.
 - 4) Adherence to RFP requirements (*Pass/Fail*)
 - 5) Submission of separate Technical and Financial Proposals along with submission of Annexes.

Capability Criteria

- 1) References and Similar Work (*Scoring weight: 20%*)
 - a. Bidder shares two (2) examples of their experience in providing services like those included within the scope of this tender. mentioning Video quality, production resolution, Number of Frames per second and Animation program used for production (i.e., Adobe Creative suites).
 - b. Examples provided must be for similar projects within a similar environment/context to that in which iMMAP operates and within the last two (2) years.
 - c. (Note – the Bidder must ensure that for any client references shared, the nominated client is happy to be contacted/visited by iMMAP)
- 2) Company profile and previous experience in media production, videography, and media campaigns (*Scoring weight: 15%*)
- 3) Technical breakdown showing implementation methodology and approach to ensure the completion of the required scope of work (*Scoring weight: 20%*)
- 4) Implementation timeline (*Scoring weight: 5%*)
- 5) Company size, and dedicated Project team breakdown, including their CVs and portfolios (*Scoring weight: 5%*)
- 6) Types of equipment's used for Videography (*Scoring weight: 5%*)

Financial Criteria

Marks will be given using the following formula: Minimum price offered/price being reviewed

(*Scoring weight: 30%*)

Announcement of Contractor

The **RFP Coordinator** will notify the successful proposer and proceed to negotiate terms for final Framework Agreement.