



## **Digital Frontiers**

Modification 01

to

Request for Proposals (RFP)

No. 2023-03

Democratizing Digital Sub-Sahara Africa (SSA) Video

Issue Date: February 16, 2023

## 1. Purpose

Modification 01 adds Attachment I to this RFP, consisting of responses to questions and requests for clarifications received by February 23, 2023.

## 2. Attachment I: Responses to Questions and Requests for Clarification

1. Is the video intended to be majority animation or live action?

*We will rely upon the selected offeror to propose the best combination of video production styles to achieve the stated objective found in the RFP's Attachment A.*

2. Who is the main audience for the video?

*USAID Mission Staff in Sub-Saharan Africa.*

3. Will there be any alternative versions of the video?

*We do not anticipate alternative versions of the video.*

4. Do you want to see a storyboard pitch as part of the proposal and if so is that included in the 5 pages of the technical proposal?

*A storyboard is not required, however, we expect offerors to pitch ideas as part of the proposal as far as the page limit allows.*

5. Would a specific program be spotlighted or profiled in the video? If so, which one?

*No, we will not be spotlighting a specific program, nor will a specific program be filmed.*

6. What archival material will be used in the video, or will all visuals be original to this production?

*All visuals are to be original to this production.*

7. Why is the contract four to five months (which seems quite long for a project of this size)?

*We would like to take a collaborative approach to developing the deliverables and expect an iterative approach to reviewing deliverables this will include several rounds of review. While we would be happy with a shorter period or performance, we anticipate four-five months will be realistic based on past experience.*

8. What is meant by "for Pilot" in "Task 3: Draft Short Video for Pilot"?

*"For Pilot" refers to sharing the video with experts outside of the content development team for their comment and feedback before making the video final.*

9. How many field production locations are anticipated and how many days of field production at each location?

*The field production location is up to the offeror to decide.*

10. How definite is Kenya the country for field production?

*The field production location is up to the offeror to decide. Kenya is only listed as we identified a potential interviewee based there.*

11. Must the videos be 508 compliant? Can you share additional requirements for the video 508 compliance?

*Yes, please consult 508 compliance requirements at <https://www.usaid.gov/sites/default/files/2022-05/501mad.pdf>*

12. Please confirm it's only one video of 3-5 minutes required to be live filmed in Nairobi.

*We confirm that it is one video of 3-5 minutes, there is no requirement that it be filmed in Nairobi although we have identified a potential interviewee there.*

13. Who will be writing the script for the video?

*DAI plans to work with an independent consultant to write the script.*

14. What are acceptable internal turnaround times for storyboard and draft video reviews? So this can be factored into our workplan.

*Please allow two-week turnaround times at a minimum.*

15. Would there be an internal single point of contact, or would the supplier be managing the feedback and input from multiple stakeholders?

*The selected offeror will work with USAID, Digital Frontiers and an Independent Consultant. We will do our best to consolidate feedback to return to the selected offeror.*

16. How many locations do you have projects running in Nairobi that we will have to film?

*We do not expect to film any projects under this SOW*

17. How many live interviews are required to be conducted?

*We anticipate 1-2 interviews. Note there may be a need to record remote interviews as well.*

18. Would the DAI / USAID consider a 'whiteboard' hand-drawn explainer video, the type that shows a hand illustrating on a whiteboard background with voice over?

*We are open to all creative solutions that align with the objective stated in the RFP's Attachment A. However, please note the requirements for engaging viewers through music and motion.*

19. How strict is the requirement that 33% of staff be from SSA, if the video is being produced by a two-person studio in the USA and could still include voiceover interviews with USAID personnel and others based in SSA?

*This minimum requirement is attached to the personnel plan evaluation criteria that states "Personnel Plan demonstrates an understanding of the local context in Sub-Saharan Africa and meets the minimum requirements outlined in the SOW." This requirement is to ensure that the video is rooted in the local context therefore offerors should either justify why the requirement is not needed or demonstrate that the proposed personnel have extensive SSA experience to compensate for this.*

20. I envision it being a mini documentary. Is that acceptable?

*Yes, offerors are free to propose their own creative approach to the objective*

21. Our organization does mostly training style videos, do you have a problem with us including personal work samples instead?

*Personal work samples are acceptable in lieu of organizational work samples*

22. Do you already have a narrative that you want us to portray?

*We have a narrative prepared and a consultant engaged to write the script*

23. Are the costs for any needed travel expenses included in the \$25k - \$40k budget or can they be charged on top of the outlined production budget? Is travel included in the budget cap? Are there specific travel vendors?

*Travel costs must be within the budget cap. Remote interviews are also an option if offerors decide not to travel.*

24. May we propose another country in SSA?

*Yes*

25. Is there a 'mentor' or specialist involved in this SoW?

*There will be a script writer but we hope to consolidate communication so that it is delivered to the selected offeror through one point of contact.*

26. Typically, when our organization works with USAID, a country and project has already been selected, all the characters and narratives have been picked out and they are just looking for someone to shoot and edit the video. It sounds like in this case you want a creative partner to supply some of the ideas?

*While we do not have the country or interviewees solidified yet, we do have a narrative in mind and have engaged a consultant who can write the script. Nevertheless, we are looking for a creative partner to guide the design process and provide ideas on how to best achieve our objective in a visually appealing way.*

27. Are you looking for story ideas as part of the proposal?

*We are looking for offerors to pitch us ideas less on content and more focused on video design*

28. Is there a one-pager of that research available that can be distributed to inform the script.

*The script will be based on the following three documents also found in Attachment A SOW: 1) [Landscape Assessment](#) 2) [Digital Ecosystem](#) and 3) [Digital Ecosystem Framework](#)*

29. You mentioned that there are three interviews, one in Nairobi. Where would the other two be?

*None of the interviews are confirmed yet, we have identified individuals we could interview who live in Nairobi and Oslo respectively.*

30. There is a minimum requirement on page 11, for mandatory personnel local to SSA?

*We are looking for a video that is relevant to SSA, and so we would like to ensure that offerors feature experts with regional expertise. Years of experience working in SSA is acceptable as are SSA local experts.*

31. The SoW links a 33% requirement for local personnel. Is that 33% of the entire award or just the personnel section? To what extent must the offeror have a minimum of 33% personnel from SSA?

*The requirement is that 33% of LOE proposed be for a local expert to SSA. See question 30 above for "local expert" requirements.*

32. How specific of a storyboard do you want included in the proposal? Or are you more concerned with overall technical and logistics approach than a creative idea at this point?

*While we understand the page limit will prevent a detailed approach, we are asking offerors to include more of the creative ideas like you would find in a storyboard rather than the logistics of implementation.*

33. Do interviews in SSA have to be recorded in person or can they be recorded via WebEx / Teams / Zoom?

*In-person, remote, and a combination of techniques are acceptable*

34. Will DAI/USAID coordinate and secure the participation of interviewees for the piece or is that up to the contractor?

*Yes*

35. What video resolution for the deliverable? 1080p?

*720 and 1080p*

36. Is any information available about where in Nairobi the interviews are to take place? (ie: in an office setting, at people's homes, out in the field, etc.?)

*If an interview happens in Nairobi, it will likely be held at the USAID mission in Nairobi*

37. Can an offeror who wins this bid collaborate with a production company in Sub Saharan Africa?

*Yes, please include any partnership costs in the budget*

38. Do you have specific codecs and resolutions the deliverables must be in?

*The final video should be delivered in 720 and 1080p and MP4 format.*

39. Can offerors collaborate to provide a proposal for this SoW?

*Yes.*

40. What is the website where official answers will be posted

*All responses to questions received by the RFP deadline will be posted on [DAI procurement website](#)*

All other RFP terms remain unchanged.

The deadline for submission of proposals remains March 16, 2023, no later than 5pm EST, to  
[DigitalFrontiers@dai.com](mailto:DigitalFrontiers@dai.com)