Request for Quotations (RFQ)

For the provision of short Action Group specific videos for the Commonwealth Blue Charter

22 February 2021

Reference Number: BLUECHARTERAGVIDEOS-03
Return Date: 7 March 2021 at 17:00
Contract Award: 15 March 2021
Contact Email: bluecharter@commonwealth.int
1. Purpose

The purpose of this request for a quote (RFQ) is to find and appoint a suitable consultant/provider for the provision of video production services to the Commonwealth Secretariat. The appointed service provider shall be awarded a contract that will be effective for up to two months.

2. Background

The Commonwealth Secretariat is an international organisation working with 54 member countries assisting them to work together to promote prosperity, democracy and peace, amplify the voice of small states, and protect the environment.

The Commonwealth Blue Charter is an agreement by Commonwealth countries to actively cooperate in addressing the myriad of ocean-related issues and commitments that they face. The world’s ocean is essential to life on our planet. Billions of people depend on it for their livelihoods. Yet human activity is increasingly putting the health of this crucial natural resource in peril. Blue ecosystems are being degraded and destroyed at an unprecedented rate and this is not an issue any single country can solve.

In April 2018, the Commonwealth Blue Charter was adopted by member countries, to guide cooperative action on ocean issues. Commonwealth Blue Charter Action Groups are member-driven, led by Commonwealth Blue Charter ‘Champion’ countries. Working together, Action Groups can unlock the experiences and knowledge of 54 nations.

The Commonwealth Blue Charter works through a set of Action Groups, each devoted to a particular ocean issue. Action Groups are driven by member countries, led by ‘Champion’ countries. So far 15 countries have stepped forward to be Champions on 10 topics:

- Commonwealth Clean Ocean Alliance
- Coral Reef Protection and Restoration
- Mangrove Ecosystems and Livelihoods
- Marine Protected Areas
- Ocean Acidification
- Ocean and Climate Change
- Ocean Observation
- Sustainable Aquaculture
- Sustainable Blue Economy
- Sustainable Coastal Fisheries.

1. Scope of Work

The consultant will produce four short videos that present an overview of four of the selected Action Groups (highlighted in yellow above), voice-over or footage from selected member states, and capture the progress made over the past two years.

Each video will last no more than approximately 1 minute in length.

The target audience for the videos are the Commonwealth’s 54 member governments, potential funders, partner organisations and the general public.

All four versions must be completed by 30 April (samples of previous videos developed for the other Action Groups will be shared upon award of contract).
2. Objectives
The objective is to develop four 1-minute promotional videos for four Commonwealth Blue Charter Action Groups

The consultant will be responsible for:

- Liaising with the Commonwealth’s in-house Communications Team to agree on a concept for the four videos: The tone should be inspiring, compelling but also simple, capturing how the Commonwealth Blue Charter Action Group works to tackle the urgent challenges faced by the ocean in their respective areas. At the end, the video should welcome support for the programme and direct the viewer to the Commonwealth Blue Charter webpage for more information.

- Scripting and storyboarding, based on content from the Commonwealth Blue Charter, the Blue Charter website, and other information that the Secretariat will provide:
  - The video should have a presenter, or a voiceover as appropriate.
  - The video should explain the motivation behind the Commonwealth countries taking action on that particular Action Group or topic, its objectives and main achievements to date.
  - The video may include a short voice-over or video from the Champion country official on their motivation to Champion the respective Action Group.
  - The video should also include the photos and videos captured at the respective Action Group meetings specified by the Commonwealth Secretariat.
  - The consultant may source extra footage if necessary but should clearly indicate any anticipated costs in the proposal.

- Editing and post-production, liaising regularly with Commonwealth Secretariat’s in-house Communications Team to ensure suitability.

- Delivering the final outputs in broadcast-quality. The consultant should provide the following:
  - 16:9 standard video for all four 1-minute version videos
  - 1:1 square video for all four 1-minute version videos
  - All assets including Premiere Pro Project, After Effects Projects and media used
  - Complete subtitle file (SRT) of dialogue for all four 1-minute versions

3. Instructions

Please submit your short proposal by email to the Commonwealth Secretariat using the below email address by 4 March 2021.

Email: bluecharter@commonwealth.int

Evaluation will be based on competency and cost. Priority will be given to consultants that are Commonwealth citizens or entities registered in a Commonwealth country. The proposal should show how the consultancy would be carried out to meet the specific objectives set out in the TOR. It should include a short statement of the candidate’s relevant expertise and experience along with the bid amount. Examples of previous work must be submitted.

Unless indicated otherwise, all prices should be quoted in Pounds Sterling (GBP). Prices quoted should exclude VAT but must indicate clearly where VAT is applicable and where items might be zero-rated. The total budget payable under this contract is £9,000 (including VAT and all costs). Payments will be made upon successful completion of the product and upon receipt of the Secretariat’s written approval of all agreed deliverables and upon submission of a compliant invoice.
Appendices

Appendix 1 - General Terms and Conditions

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Appendix 2 - Code of Ethics

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