**REQUEST FOR QUOTATION (RFQ)**

**VIDEO PRODUCTION CONSULTANT FOR THE DEVELOPMENT OF IMPACT VIDEOS OF ASEAN DIGITAL LITERACY PROGRAMME**

**INTRODUCTION**

Three decades after ASEAN was established, ASEAN Leaders recognized that there remained inadequate shared prosperity, ASEAN awareness and contact among people of ASEAN. It was of this concern that ASEAN Leaders established the ASEAN Foundation during ASEAN's 30th Anniversary Commemorative Summit in Kuala Lumpur Malaysia on 15 December 1997.

After its establishment, the ASEAN Foundation has been tasked to support ASEAN's community building efforts by promoting greater awareness of the ASEAN identity, human resource development, people-to-people interaction and close collaboration among the business sector, civil society, academia and other stakeholders in ASEAN. We continue to complement ASEAN priorities and we continuously work hard to strengthen the ASEAN Community.

The ASEAN Foundation, with the support of Google.org, implements ASEAN Digital Literacy Programme (ADLP) from 2022 to 2024. The regional programme aims to combat misinformation and disinformation by developing a comprehensive study on the level of digital literacy in the 10 ASEAN Member States, covering the understanding, attitudes and behaviour of the community in ASEAN (including youth, teachers, parents, elderlies, government officials and community leaders) and ASEAN officials on misinformation and disinformation and the digital divide between the communities.

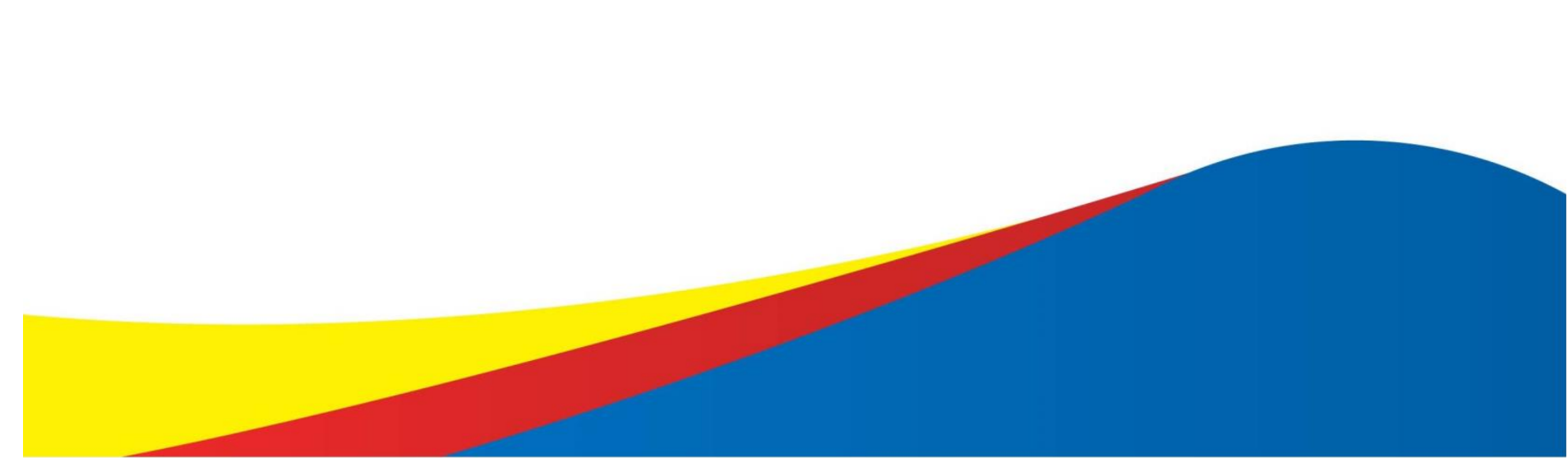
To achieve this, the ASEAN Foundation will work with interested individual or institutions to

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| 1 | RFQ No. | 12/AF/RFQ/2023 |
| 2 | Issue Date | 07 June 2023 |
| 3 | Title | Video Production Consultant for the Development of Impact Videos of ASEAN Digital Literacy Programme |
| 4 | Email Address for Submission of Corporate Rate | [procurement@aseanfoundation.org](mailto:procurement@aseanfoundation.org) |
| 5 | Closing Date and Time for Receipt of Corporate Rate | 21 June 2023 |
| 6 | Questions Regarding the Request for Corporate Rate | All communications regarding this request are to be made solely through email no later than 21 June 2023 at 1700 hours (GMT+7). |
| 7 | Contact Person | Ms. Anggita Widyananda Nugraha (anggita.nugraha@aseanfoundation.org)  Ms. Cresentia Novianti ([cresentia.novianti@aseanfoundation.org](mailto:cresentia.novianti@aseanfoundation.org)) |

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| 8 | Anticipated Award Type | **Fixed Price Purchase Order** |
|  |  | Issuance of this Corporate Rate in no way  obligates the ASEAN Foundation to award a subcontract or purchase order and offerors have no right to receive reimbursements for any costs associated with the preparation of their quotation. | |
| 9 | Basis for Award | An award will be given to the appointed  Bidder who meets the technical requirement and **submit their best and final price**. |
| 10 | General Instructions to Bidders | • Offerors shall submit the corporate rate through e-mail to [***procurement@aseanfoundation.org***](mailto:procurement@aseanfoundation.org) |
|  |  | • Offerors shall confirm that the offeror fully understands that their corporate rate must be valid for **6** ***months****.* | |
|  |  | • Value Added Tax (VAT) shall be included, and the offeror is responsible for any taxes that might be levied on payments. | |
| 11 | Requirements and Criteria | Refer to ANNEX B – Criteria and Specification for Video Maker and Activation Agency for ASEAN DLP |
| 12 | Term of Payment | * Payment will be made after satisfactory acceptance by the ASEAN Foundation. * Payment will be made following the deliverable agreed in the Terms of Reference. * Passing all testing. |
|  |  | * Each payment will be completed within fourteen (14) working days counting from the submission of the receipts, original invoice, and other relevant supporting documents satisfactorily. | |
| 13 | Goods/Service Specification and Price | Offerors should send their own corporate rate  template or fill/modify Attachment A. |
| 14 | Definition | * Video Director will direct and supervise closely of the team including the video taking in and outside the countries. This designation must be able to determine strategic direction, design and implement clinical decisions. He/she should be able to do the quality control of the video, manage and deliver the video output on time. * Video Editor will be responsible to take the raw footage shot then turning into one cohesive video. * Videographer will record the footage while working independently with a small crew. He/she will be responsible for the quality of the footage and close coordination with the video director. * Photographer will take photos based on the need or story board. * Script Writer will be responsible for developing the script, reviewing and editing the final copy that meets the objective with accuracy and timely. * Boomer and Lighting Researcher will support to set up and make sure the lighting position during the shooting. |

**Attachment A**

***Criteria and Specification of Video Production Consultant for ASEAN Digital Literacy Programme***



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| --- | --- | --- | --- |
| **No** | **Criteria** | **Weight** | **Remarks** |
| 1 | Ability to develop story board | 30% | The extent to which the candidate’s approach and creative strategy for delivering the impact message to the story board. |
| 2 | Experience in developing human interest video | 25% | The extent to which the candidate’s experience in developing human interest video are sufficient, relevant and consistent with the requirements of the post based on their portfolio. |
| 3 | Ability to understand the topics on digital literacy | 25% | The extent to which the candidate do the research and understands digital literacy topics. |
| 4 | Communication, creativity, initiative and flexibility | 20% | The extent to which the candidate can communicate with all people at all levels. The extent to which the candidate finds new and better ways of doing things. Fresh ideas on video. Assume additional duties when necessary and flexibility to cater adjustments on timeline. |

**Attachment B**

***Service Specification and Price***

*Please complete the item(s) and price below and print them on your business letterhead.*

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| --- | --- | --- | --- | --- |
| **No** | **Specification** | **Unit** | **Duration** | **Total** |
|  | **Personnel** |  |  |  |
| 1 | Video Director |  |  |  |
| 2 | Video Editor |  |  |  |
| 3 | Videographer |  |  |  |
| 4 | Photographer |  |  |  |
| 5 | Script Writer |  |  |  |
| 6 | Boomer and Lighting Specialist |  |  |  |
|  | **Activity** |  |  |  |
| 7 | Storyboard development |  |  |  |
| 8 | Video & photo taking |  |  |  |
| 9 | Equipment preparation |  |  |  |
| 10 | Video editing |  |  |  |
| 11 | Coordination with local partner and talents |  |  |  |
| 12 | Travel |  |  |  |
| 13 | Administration |  |  |  |
|  | **TOTAL** |  |  |  |

Compliment :

Warranty :

Shipping cost :

Others :

I, the undersigned, provide the attached corporate rate in accordance with RFQ No. 12/AF/RFQ/2023 issued on 21 June 2023.

I certify that the prices provided are valid for a period of **6 months** and shall be binding upon us subject to the modifications.

I understand that the ASEAN Foundation is not bound to accept any corporate rate/quote it receives.

Signature :

Name of Professional :

Title :

Address :

Telephone :

Email :