

**Scope of Work:  
Making Movies for  
Feed the Future in Bangladesh**

- A. **Purpose:** The purpose of this contract is to develop, film and produce a number of professional, high-quality films and photographs highlighting the impact of the US Government's Feed the Future development programs in Bangladesh to the broad public, including government and non-government audiences in the United States and Bangladesh.
- B. **Background:** The US Agency for International Development (USAID) was born out of a spirit of progress, innovation and a reflection of American's values, character and a fundamental belief in doing the right thing. See <https://www.usaid.gov/>. USAID is advancing global food security by helping to improve the most basic of human conditions: the need that families and individuals have for a reliable source of quality food and sufficient resources to purchase it. This, in turn, supports global stability and prosperity. Feed the Future is the US Government's global hunger and food security initiative, which establishes a foundation for lasting progress against global hunger. With a focus on smallholder farmers, particularly women, Feed the Future supports partner countries in developing their agriculture sectors to spur economic growth that increases incomes and reduces hunger, poverty and undernutrition. Feed the Future efforts are driven by country-led priorities and rooted in partnership with governments, donor organizations, the private sector and civil society to enable long-term success. See <http://www.feedthefuture.gov/>.

In Bangladesh, USAID utilizes the power of technology and innovation to boost agricultural production and ensure that Bangladeshis have better access to nutritious food. To do so, USAID trains farmers to use good quality seeds, use fertilizer more efficiently, and irrigate their fields more effectively to increase their yields. We also help increase the production of fish and shrimp. USAID supports research on biotechnology to develop crops that have improved resistance to pests, and partners with institutions to develop varieties of rice that are higher yielding and more tolerant to floods, soil salinity and drought. Increasing incomes is just as important to food security as production. To address this, USAID connects small farms to regional markets, helping the poorest populations become more active in growing and selling products. This also raises farmers' overall competitiveness and increases their income to purchase food as a result. In Bangladesh, diets typically lack diversity and are heavily reliant on rice. USAID improves nutrition by promoting exclusive breastfeeding for mothers and children during the first six months after birth, encouraging people to consume a wider array of nutrient-rich foods, and providing vitamin A and iron supplements. See <https://www.usaid.gov/bangladesh>.

- C. **Requirements:** The contractor will develop, film, and produce at least two films each three to five minutes in length, and at least four additional film spots 60-90 seconds in length. The contractor will take a minimum of 100 high-quality, high-resolution professional photographs during film production.

The films and photographs will cover one or more of the following themes and activities in and around USAID field sites near the cities of Jessore, Khulna, and Barisal: increased incomes / reduced poverty for agricultural communities; improved nutrition / diversified diet; increased agriculture productivity and diversity; women's empowerment; as well as the impact of USAID's development programs in aquaculture, mechanization, staple grains and horticulture, fertilizer, livestock,

agriculture extension, agricultural inputs, agriculture training and education, infrastructure, resilience, agriculture and climate change.

The contractor will provide all necessary filming, production, and post-production equipment. No equipment or software (i.e. cameras, computers, movie editing software, etc.) will be purchased under this activity. The contractor is solely responsible for engaging a local company to facilitate all aspects of this contract as necessary. All costs associated with the film production and photography will be the sole responsibility of the contractor and should be incorporated in the contract cost proposal.

The contractor will establish operations rapidly and efficiently in consultation with USAID to accomplish formative research and other preparatory work. The contractor is expected to hold early and intensive meetings with USAID. The contractor will provide illustrative examples of how videos would be structured including high-level storyboards and scripts during the pre-production phase. Final film content decisions will be discussed between contractor and USAID before filming begins.

The films will use a variety of professional and artistic cinematic approaches including multiple camera angles, varied depths of field, a variety of action sequences, interviews in natural settings, and candid moments to build rapport with and inspire empathy from viewers.

The films will not be produced as the standard informational videos typically made for international development partners that provide narration of facts and statistics, focus on office interviews, and have the standard distance shot of a farmer in a field or a worker in a factory. Instead, films will convey core messages and tell an emotionally engaging story through a creative and visually captivating product.

The films will capture the essence of the beneficiaries' situations through different and unexpected perspectives, the challenges faced, and the development assistance provided to overcome challenges. The films will target laypersons and appeal to human emotions through beautiful and vivid visuals and a captivating storyline.

The films will include professional high quality transitions, voice-over narration, and appropriate supporting background music. The film crew shall be versatile and unobtrusive to facilitate the impression of a genuine and unscripted picture of reality.

USAID will provide expert field knowledge, and expects the contractor to coordinate travel and site visits with USAID and USAID's implementing partners. However, the contractor must arrange its own logistics.

The period of performance for this contract is for approximately five months from April to August 2016. May is the primary month for planting and harvesting in Bangladesh, therefore all filming will take place in Bangladesh the month of May 2016. USAID anticipates the following timetable:

1. Development: The contractor will work closely with USAID to learn about the Feed the Future program in Bangladesh and understand the impact of USAID's agriculture activities. With this background, the contractor will generate initial ideas, propose storyboards, and possible scripts for the films in dialogue with USAID. The work during this phase may be conducted remotely from the start of the contract in April.
2. Pre-production: The contractor will work closely with USAID and USAID's implementing partners to select filming sites and finalize dates. USAID anticipates that the contractor will spend up to five days in Dhaka, Bangladesh meeting with USAID and USAID's implementing partners. During this period, the contractor, in consultation with USAID, will further develop ideas, storyboards, and scripts. USAID expects pre-production work to be conducted remotely and face-to-face in late April and early May.
3. Production: The contractor will record the raw elements for the films and photographs during the May harvest season in Bangladesh. USAID anticipates that the contractor will spend approximately 15 days in rural southwestern Bangladesh, visiting USAID field sites around the cities of Jessore, Khulna, and Barisal. The contractor/production team, if based internationally, must identify a local Bangladeshi filmmaker or fixer to handle logistics, as well as provide assistance during filming and production process. Filming will be conducted in Bangladesh during May 2016.
4. Post-production: The contractor will work closely with USAID during the editing phase to finalize the films. The work during this phase may be conducted remotely.
5. Distribution: The contractor will deliver to USAID/Bangladesh one or more external hard drives with the final films and photographs as well as all raw footage. In addition, USAID may request the contractor to upload certain films and photographs to an internet website. The contractor is not responsible for further distribution of the films or photographs.

D. **Proposal/Offer Submission**: Each bidder must submit the following :

1. A technical proposal, no more than four pages, describing how the film production objectives will be met within the stated timetable. A narrative "pitch" describing the basic film concepts and illustrative examples of how the films would be structured.
2. Technical qualifications of the team members including CVs for all proposed personnel along with select internet links or digital copies of relevant short films developed by team members.
3. Budget/financial proposal including a description of costs for personnel, travel (international and domestic Bangladesh), logistics, any local production company support, and all film production costs (development, pre-production, production, and post-production). Include an overall cost for the contract and proposed milestone payments similar to Section F below. Final film content decisions will be discussed between the contractor and USAID before filming begins.
4. Creative portfolios, including internet links or digital copies of relevant short films developed by the organization.

E. **Evaluation**: USAID/Bangladesh will evaluate applications based on the following criteria:

1. Price will be a major factor in the evaluation of proposals. (30%)
2. Understanding of the proposed project narrated in the technical requirements per the SOW. (30%)
3. Review of the filmmakers' portfolio and technical capabilities including creative storytelling, applying emotion to film, and content that informs, inspires, and motivates audiences. (30%)
4. Experience and demonstrated ability to operate in difficult conditions within a developing country. (10%)

F. **Payments**: USAID anticipates that the contract will include a milestone payment structure similar in form and substance to the following:

	<b><u>Milestone</u></b>	<b><u>Approximate Dates</u></b>	<b><u>Amount</u></b>
1.	Development/Preproduction	April 2016	10%
2.	First Cut of First Set of Films	May	20%
3.	Final Cut of First Set of Films	June	20%
4.	First Cut of Remaining Films	July	20%
5.	Final Cut of Remaining Films	August	30%