

**REQUEST FOR PROPOSALS (RFP)**

**FOR MEDIA CONTENT PRODUCTION**

**UNITY CENTRAL ASIA**

Reference Number: CAUNITY-RFP-FY24-005

ISSUE DATE: October 15, 2024

APPLICATION DEADLINE: November 15, 2024

This request for proposals (RFP) aims to identify content creators in Central Asia to produce high-quality media content with preferences for one of the languages spoken in Central Asia, namely Kazakh, Kyrgyz, Russian, Tajik, Turkmen or Uzbek.

**Unity Central Asia** is a one-year project aimed at increasing the variety and type of educational and entertainment media content in the national languages of Central Asia.

**Scope of work.** Production of media content to cover subjects of **sovereignty and unity in Central Asia** with a goal of fostering empathy between different Central Asian cultures and developing resilience for stereotyping and misleading information. These objectives are to be achieved through collaborations between Central Asian young professionals s, emphasizing media literacy through creative approaches. Preferences will be given to the content produced in collaboration with teams from at least two countries in this region.

Proposed media content can be in different formats, including article, publication, video, podcast, digital or offline performance, street art and others.

**Timeline**

1. Preparation stage. October – December 2024. This stage shall include the following activities among others:

* Comprehensive schedule outlining tasks, due dates, and team members responsible for each activity.
* Proposal detailing potential cast members/reporters/hosts/presenters and the rationale behind their selection to represent the content being produced.
* Details on methods for distributing content, engaging the audience, and tracking performance, among other aspects.

2. Implementation stage. January – August 2025. This stage shall include the following activities among others:

* Approving the planned activities and key performance indicators with the project.
* A roster of cast members/influencers who will contribute to the creation and publication of media content. The applicant will be tasked with identifying and recruiting these individuals to produce media content, infotainment, reality TV, or web content.

3. Reporting stage. September 2025. This stage shall include the following activities among others:

* Final report on the performed activities and developed media products, promotion and distribution, fulfilled key performance indicators.
* Evaluation of audience feedback.

The applicant is expected to submit the following documents:

Annex I. Application submission form

Annex II. Concept note

Annex III. Budget

Attachments:

* Information about the organization and its relevant experience (including key staff involved)
* References from two clients and/or partners

Templates of all annexes are attached to this RfP, which are to be filled out and signed by the authorized representative of the applicant. When necessary, the templates may be adjusted.

All application documents should be written in English **or** Russian language.

**Interested parties must submit their complete applications comprising of the above-mentioned annexes by email to info@centralasia.space with the subject line “RfP Media Content Production in Central Asia”.**

**The closing date for submission of applications is November 15, 2024.**

Late submissions will not be accepted; however, the project reserves the right to accept and include late applications in the review and award process when it is considered within the best interest of the project to do so and if applications that were received on time have not been opened and reviewed. Applications that are submitted late or incomplete run the risk of not being considered for review. The project reserves the right to extend the deadline if there is an insufficient pool of applications.

**Eligibility requirements**

1. The applicant must be a legal or physical entity, working in and/or with one of the states of Central Asia and operating in compliance with all applicable civil and fiscal regulations, including, but not limited to pertinent local laws of Central Asian states (Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan, and Turkmenistan), and status.
2. The applicant must have at least 3 years of demonstrated experience in a related field.
3. The applicant is not an organization debarred or suspended from participation in procurements funded by the United States Federal Government or otherwise prohibited by applicable United States law or Executive Order or United States policies, including under any than existing anti-terrorist policies.

**Selection and evaluation criteria**

Provided applications will be evaluated following the criteria outlined below.

* Professional and organizational capacity. Institutional experience (relevant qualifications and past projects with proof of samples) - 25 points
* Technical Approach, networking events program agenda, selection of speakers, and partnership with other organizations in Central Asia - 35 points
* Team Expertise, relevant expertise, and qualifications - 25 points
* Cost. Competitive budget, reasonableness and appropriateness of cost - 15 points

The minimum functionality points of seventy (70) is required to qualify to be evaluated for pricing. The selection process will include a due diligence process prior to signing an agreement.

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**Reservations**

This RfP does not obligate the project to pay any costs incurred in the preparation and submission of the applications. The project reserves the right to accept one or none of the proposals submitted. Furthermore, the project reserves the right to reject any and all proposals if such an action is in the best interests of the organization. The project does not discriminate based on race, color, sex, national origin, religion, age, equal pay, disability, and genetic information. An applicant included (or previously included) in the Specially Designated Nationals list or debarred from federal procurement or any other similar list, will be rejected. The project reserves the right to fund any (more than one) or none of the applications submitted, as well as to extend, renew, or enter into new agreements with successful applicants under this RfP without additional competition.

This Request for Proposals outlines the information required by the applicant for the development and submission of an application for consideration. The potential applicant(s) is expected to review, understand, and conform with specifications contained in this RfP. Failure to do so will be at the applicant’s own risk.

Issuance of this RfP does not constitute an award or commitment on the part of the organization announcing this RfP, nor does it commit the organization announcing this RfP, to pay for costs incurred in the preparation and submission of applications.

UNITY Project reserves the right to fund any or none of the applications submitted. Further, UNITY Project reserves the right to make no awards because of this RfP and to extend the deadline for this RfP.

After the application submission, the prices shall be fixed for a period of sixty (60) days from the date fixed for the opening of applications and are not subject to increases on any account by an applicant. Applications submitted that are subject to price adjustment will be rejected. UNITY Project may consider price adjustments based on the volume of work at its discretion.

All applications will be reviewed for completeness of the submission requirements. If an application fails to meet the requirement of this RfP, or if it is incomplete or contains irregularities, it may be rejected.

The final decision and successful appointment will be made by UNITY Project, and no correspondence will be entered into thereafter. UNITY Project reserves the right to cancel this application or ultimately decide not to appoint any applicant.

Should successful applicants not be able to provide the required services, UNITY Project reserves the right to contact other service providers.

**Copyright notice:** Any works created by the selected applicant for the UNITY project under the mentioned scope of work, including but not limited to audio-, video-, visual, literary works, are deemed commissioned works and exclusive proprietary rights thereto will belong to UNITY project. Any material and information performed under this assignment vests with UNITY project. The applicant will ask for prior approval from the UNITY project to use any of the information provided, including all public posts and press-releases. All input and output files are UNITY project’s right owned and are subject to national and international copyright laws.

**Interested parties must submit their complete applications comprising of the above-mentioned annexes by email to info@centralasia.space with the subject line “RfP Media Content Production in Central Asia”.**

**ANNEX 1: APPLICATION SUBMISSION FORM**

Dear Sirs / Madams,

Having examined the Request for Proposals for **“Media content production in Central Asia”**, we, the undersigned, offer to provide the requested services for the sum as may be ascertained in accordance with the budget attached herewith and made part of this application.

We undertake, if our application is accepted, to commence and complete the assignment of all deliverables specified in the contract within the time frame stipulated.

We agree to abide by this application for a period of sixty (60) days from the date fixed for the opening of applications, and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

We understand that you are not bound to accept any application you may receive.

Name, Position, Organization:

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**ANNEX 2. CONCEPT NOTE**

Please, provide a description of the media content to be produced, reasoning of format, theme of content, and how it addresses the RfP objectives. The media product description should include information on the content language, duration, number of episodes, media and/or social media platforms to be used for distribution, and the target audience reach.

Please, attach the following documents:

(a) Portfolio with information on relevant experience (similar assignments performed, information on relevant co-production or co-working with various entities) OR if applying as an individual, provide information on your qualifications and relevant experiences (similar assignments performed, information on relevant co-production or co-working with various entities);

(b) Key staff and/or CVs of experts to be involved in the process. If applying as an individual, please attach your personal CV.

(c) References of two previous clients/partners.

**ANNEX 3. BUDGET**

The format shown below should be used as an example and can be adjusted according to the applicant’s needs. Please, only indicate costs necessary in your case and provide as many details as possible.

All prices indicated in the financial proposal should be quoted in US Dollars (USD). The prices must include all taxes required by local laws and all costs incidental to the performance of the services.

After submission, the prices shall be fixed for a period of sixty (60) days from the date of opening the applications and are not subject to increases on any account by an applicant. Applications submitted that are subject to price adjustment will be rejected.

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| --- | --- | --- | --- |
| Item | Description  | Unit of Measurement | Required Funds |
| **Quantity** | **Unit Cost** | **Total Cost** |
| 1. |  |  |  |  |  |
| 2. |  |  |  |  |  |
| 3. |  |  |  |  |  |
| 4.  |  |  |  |  |  |
|  | **TOTAL** |  |  |  |  |

Name, Position, Organization:

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_