

Request for Proposal (RFP)

Documentary on Delta Blue Carbon Project in Sindh, Pakistan

I. Introduction: The Centre for Peace and Development Initiatives (CPDI) requires the services of an experienced production firm (Firm) to create a documentary on Delta Blue Carbon (DBC) project in Sindh. The documentary will shed light on the success of DBC project in mitigating climate change, and will capture the complete process of mangrove carbon credit system.

II. Length of assignment: Total length of assignment is three weeks - the final product must be ready by Friday, 10th November, 2023

III. Scope of Work

The Firm will be responsible for:

1. **Research and Script Writing:** The Firm will research and develop the script for the documentary. CPDI will facilitate the process by providing technical support and will review and approve the final script.
2. **Filming and Production:** The Firm will be responsible to shoot high quality video (full HD format) at different locations in Sindh, Pakistan. The shots will include drone footages of the mangrove plantations, biodiversity, interviews of the various project stakeholders (including the government of Sindh, Indus Delta Capital's management, those employed in the project, and the communities), and other visuals intended to illustrate the importance of mangroves and the carbon credit system.
3. **Narration and Voiceover:** The Firm will provide a narrator with an engaging and expressive voice for documentary voiceover in English. CPDI will evaluate and approve the narrator out of the options provided by the Firm.
4. **Background music and animation/illustrations:** The firm will be responsible to provide non-copyright background music for the documentary. Moreover, the Firm will develop animation(s) or illustration(s), if required under the script, such as map of the mangrove plantation location(s) and carbon credit process, to make the documentary appealing.
5. **Subtitles and translation:** The firm will be responsible to provide subtitles and translations of languages other than English, such as Sindhi and Urdu to English. CPDI will approve the translations.
6. **Compliance with Ethical and Legal Standards:** It is the Firm's responsibility to comply with ethical and legal standards.
7. **The total duration of documentary will be 20 minutes.**
8. **Final Product:** The Firm will provide the final product in full HD resolution.

IV. Proposal Submission Instructions:

Interested firms are requested to submit their proposals as per the following instructions:

1. **Company Profile:** Please provide your company profile that illustrates the capacity of your Firm and the projects it has undertaken in the past. Sample of previous work online or on flash drives is required to be submitted as well.
2. **Proposed Approach:** Describe how the Firm will undertake the tasks mentioned in the scope of work. How creativity will be employed for different tasks during the production of the documentary.

3. Budget and Timeline: Provide a detailed budget breakdown and timeline of the key milestones.
4. Evaluation Criteria: CPDI will evaluate the proposals on the basis of:
 - a. Quality and relevance of previous work (20%)
 - b. Credibility and reputation of the firm (20%)
 - c. Approach and creativity (20%)
 - d. Budget (40%)
5. Deadline and Email for Submission: Proposals must be submitted by close of business on 12th of October 2023 at procurement@cpdi-pakistan.org OR hard copies can be mailed @ House No. 13, Street No. 788, G-13/4, Islamabad

Note: CPDI reserves the right to accept or reject any or all proposals at any stage.