

# Request for Proposal



REPRESENTATION OF DANISH REFUGEE COUNCIL IN UKRAINE  
17/52 Bohdana Khmelnytskoho str.  
Kyiv, Ukraine

November 15, 2024

## Request for Proposal No.: RFP-UKR-004073

### Development of an Animated Video for the PravoVsim Project

Dear Sir/Madam:

The Danish Refugee Council (DRC) with the funding from the donors implement the humanitarian aid operation in Ukraine. Part of this operation is the provision of **video services for Development of an Animated Video for the PravoVsim Project**. Therefore, the DRC requests you to submit price bid(s) for the supply of the consultancy services the DRC requests you to submit price bid for the supply of the services according to the Annex A.1 Terms of References.

#### I. TENDER DETAILS

The Tender details are as follows:

Line	Item	Time, date, address as appropriate
1	RFP published	November 15, 2024
3	Closing date for clarifications	November 19, 2024
4	Questions and Answers publication date	November 20, 2024
5	Closing date and time for receipt of bids/proposals	<b>November 22, 2024</b> <b>12:00 AM UTC</b> <b>02:00 PM Kyiv time</b>
6	Tender Opening Location	in the mode of videoconference of the procurement committee members
7	Tender Opening Date and time	<b>November 22, 2024</b> 14:00 PM UTC 16:00 PM Kyiv time
8	Tender e-mail address	<a href="mailto:rfq.ukr@drc.ngo">rfq.ukr@drc.ngo</a>

**PLEASE NOTE: NO BIDS WILL BE ACCEPTED AFTER THE ABOVE CLOSING TIME AND DATE**

#### II. IMPORTANT INFORMATION REGARDING THIS RFP:

- This RFP is launched for the purpose of establishing a Service Contract for the **video services for Development of an Animated Video for the PravoVsim Project** in the Annex A.1 Terms of References to this letter.
- DRC may choose to cancel the Consultancy Contract if deemed necessary.
- DRC may terminate the contract if the contractor cannot provide services under the terms of the contract.
- The developer shall be prepared to complete the assignment **not later than December 13, 2024**.
- No advance payment will be paid to the awarded supplier. The awarded supplier is expected to mobilize its own resources to deliver the agreed material.
- All prices of the bid must be indicated with VAT deducted. VAT will not be paid in the amount of any service under no conditions.

#### III. SELECTION AND AWARD CRITERIA

The criteria for awarding contracts resulting from this Tender is based on 'best value for money'. For the purpose of all tenders DRC defines best value for money as:

*Best value for money should not be equated with the lowest initial bid option. It requires an integrated assessment of technical, organizational and pricing factors in light of their relative importance (i.e. reliability, quality, experiences, and reputation, past performance, cost/fee realism, delivery time, reasonableness, need for standardization, and other criteria depending on the item to be procured).*

For all bids deemed technically compliant as per the specification stipulated in Annex A.1 – Terms of Reference, DRC will give a weighted combined technical and financial score. The weighted score will determine the contract award.

**A. Administrative Evaluation**

A bid shall pass the administrative evaluation stage before being considered for technical and financial evaluation. Bids that are deemed administratively non-compliant may be rejected. Documents listed below shall be submitted with your bid.

#	Annex #	Document	Instructions
1	A.1	Terms of Reference	Sign, stamp and submit
2	A.2	Bid Form (Financial)	Complete ALL sections in full, sign, stamp and submit
3	B	Tender and Contract Award Acknowledgement Certificate	Complete ALL sections in full, sign, stamp and submit
4	C	Supplier Profile and Registration Form	Complete ALL sections in full, sign, stamp and submit
5	D	DRC Supplier Code of Conduct	Sign, stamp and submit
6	E	DRC General Conditions of Contract	Sign, stamp and submit
7	F	Clarifications on the legal basis of VAT exemption	Sign, stamp and submit
8	N/A	Copy of Business Registration Documents	Submit as part of proposal (applicant template will be acceptable)
9	N/A	Technical Proposal, including: <ul style="list-style-type: none"> <li>•Portfolio demonstrating substantial experience in animation creation video.</li> <li>•At least 5 samples of relevant work, specifically related to similar topics.</li> <li>•A brief methodology on the approach and implementation of video production.</li> <li>•A brief methodology on the approach and implementation of the marketing plan and promotion of the video</li> </ul>	Submit as part of proposal
10	N/A	Resume or CV of Team Members involved in the assignment, demonstrating a minimum of 3 years' experience in video production.	Submit a copy

		At least 2 team members must have experience in web design. One team member should have confirmed experience in promoting video content on television, with evidence of successful implementation of past projects.	
11	N/A	At least two letters of recommendation from previous clients (private, public, or non-governmental sector), or copies of past contracts demonstrating experience in high-quality animation creation.	Submit copies

#### A.1 Bidder Formal Criteria

No.	DRC Requirements	Details
1	<b>Completeness of the Bid</b>	<ul style="list-style-type: none"> <li>Bidding Forms and other documentation requested under the Document Checklist (Section A) have been provided and are complete;</li> <li><b>Separate emails</b> shall be used for the “<b>Financial Bid</b>” and “<b>Technical Bid</b>”, and the Subject Heading of the email shall indicate which type the email contains</li> </ul>
2	<b>Bid Validity</b>	At least 60 days after bidding closure date

#### B. Technical Evaluation

To be technically acceptable, the bid shall meet or exceed the stipulated requirements and specifications in the RFP. A Bid is deemed to meet the criteria if it confirms that it meets the conditions, procedures and specifications in the RFP without substantially departing from or attaching restrictions with them. If a Bid does not technically comply with the RFP, it will be rejected.

For all bids deemed technically compliant, DRC will give a weighted combined technical and financial score. The weighted score will determine the contract award.

The technical criteria for this RFP and their weighting in the technical evaluation are:

Technical criteria #	Technical criteria	Weighting in technical evaluation [Total 100%]
<b>1</b>	<b>Relevant Work Experience</b>	<b>20%</b>
	The contractor must demonstrate at least 3 years of relevant experience in animation creation video; The experience should include both technical proficiency and sensitivity to the needs of the target audience (e.g., war-affected citizens, people with disabilities).  (3 years: 5 points; 4-5 years: 7 points; 8 and more: 10 points)	<b>1-10</b>
<b>2</b>	<b>Portfolio and Quality of Work Samples</b>	20%
	The contractor’s portfolio of previous animation creation video work. The work shows a high level of professionalism, clarity in messaging, and a demonstrated ability to produce visually engaging and	<b>1-10</b>

	accessible content. At least one project demonstrates experience with humanitarian, legal, or social justice content will be an advantage.	
<b>3</b>	<b>Methodology for Promoting Video Content</b>	<b>30%</b>
	<p>The technical proposal provides a marketing and promotion strategy for ensuring the video reaches a broad audience, particularly the target demographic (war-affected citizens, people with disabilities, etc.) The methodology outlines the channels for distributing the video, the promotional tools and techniques (e.g., social media, TV spots), and how these efforts will drive engagement with the PravoVsim platform. The approach is sensitive to the needs of the target audience and considers accessibility.</p> <ul style="list-style-type: none"> <li>• Clear description of promotional activities, such as TV placements, social media outreach, and use of QR codes.</li> <li>• Specific approach for reaching people with disabilities (e.g., subtitles, voiceovers, clear messaging).</li> </ul>	<b>1-10</b>
<b>4</b>	<b>Methodology for Video Production Using Professional Equipment and Software</b>	<b>30%</b>
	<p>The technical proposal outlines the technical methodology for video production, specifying:</p> <ul style="list-style-type: none"> <li>• Animation style (e.g., 2D minimalist design as specified in the TOR).</li> <li>• The approach to ensuring high production quality, such as animation, voiceover recording, and video rendering.</li> <li>• Strategies to comply with the humanitarian standards and accessibility requirements, including clear voiceovers, Ukrainian subtitles, and text explanations.</li> <li>• The proposal should also describe how the final video will be delivered in the required format (MP4, 1080p), ensuring it is ready for television broadcasting.</li> </ul>	<b>1-10</b>

Please note that bids shall respond to all criteria, or their bid may be disqualified.

**C. Financial Evaluation**

All bids that pass the Technical Evaluation will proceed to the Financial Evaluation. Bids that are deemed technically non-compliant will not be financially evaluated.

The evaluation will be based on the total amount of the proposal according to Annex A.2 Bid Form (Financial).

**IV. TENDER PROCESS**

The following processes will be applied to this Tender:

- Tender Period
- Tender Closing
- Tender Opening
- Administrative Evaluation
- Technical Evaluation
- Financial Evaluation
- Contract Award
- Notification of Contract Award

**V. SUBMISSION OF BIDS**

Bidders are solely responsible for ensuring that the full bid is received by DRC in accordance with the RFP requirements, prior to the specified date and time mentioned above. DRC will consider only those portions of the bids received prior to the closing date and time specified.

All responsive Bids shall be written on the **DRC Bid Form (Annex A.2)**.

Beyond the DRC Bid Form, the following documents shall be contained with the bid:

- **Annex A.1. Terms of Reference**
- **Annex A.2. Bid Form (Financial)**
- **Annex B. Tender & Contract Award Acknowledgment Certificate**
- **Annex C. Supplier Profile and Registration Form**
- **Annex D. DRC Supplier Code of Conduct**
- **Annex E. DRC General Conditions of Contract**
- **Annex F. Clarifications on the legal basis of VAT exemption**
- **Copy of Business registration documents**
- **Technical Proposal**
- **Portfolio**
- **Resume / CV**
- **References letters, as specified in section A of this Invitation Letter.**

Bids not submitted on Annex A.2, or not received before the indicated time and date as set forth on page 1, or delivered to any other email address, or physical address will be disqualified.

Bids submitted by mail, email, or courier by so is at the Bidders risk and DRC takes no responsibility for the receipt of such Bids.

Bidders are solely responsible for ensuring that the full Bid is received by DRC in accordance with the RFP requirements.

**A. Hard Copy:**

Hard copy Bids shall be separated into 'Financial Bid' and 'Technical Bid':

- The Financial Bid shall only contain the financial bid form, Annex A.2
- The Technical Bid shall contain all other documents required by the tender as mentioned in section A. Administrative Evaluation, but excluding any pricing information

Each part shall be placed in a **sealed** envelope, marked as follows:

**RFP No.: RFP-UKR-004073**  
**TECHNICAL BID**  
Bidder Name:

**RFP No.: RFP-UKR-004073**  
**FINANCIAL BID**  
Bidder Name:

Both envelopes shall be placed in an outer **sealed** envelope, addressed, and delivered to:

**RFP No.: RFP-UKR-004073**

17/52 Bohdana Khmelnytskoho str.  
Kyiv, Ukraine

**B. Email submission**

Bids can be submitted by email to the following dedicated, controlled, & secure email address:

[rfq.ukr@drc.ngo](mailto:rfq.ukr@drc.ngo)

When Bids are emailed, the following conditions shall be complied with:

- **The RFP number shall be inserted in the Subject Heading of the email**
- **Separate emails shall be used for the ‘Financial Bid’ and ‘Technical Bid’, and the Subject Heading of the email shall indicate which type the email contains**
  - The financial bid shall only contain the financial bid form, Annex A.2
  - The technical bid shall contain all other documents required by the tender, but excluding all pricing information
- Bid documents required, shall be included as an attachment to the email in PDF, JPEG, TIF format, or the same type of files provided as a ZIP file. Documents in MS Word or excel formats, will result in the bid being disqualified.
- Email attachments shall not exceed 4MB; otherwise the bidder shall send his bid in multiple emails.

*Failure to comply with the above may disqualify the Bid.*

DRC is not responsible for the failure of the Internet, network, server, or any other hardware, or software, used by either the Bidder or DRC in the processing of emails.

DRC is not responsible for the non-receipt of Bids submitted by email as part of the e-Tendering process.

**Bids can be submitted in one of two ways: Hardcopy or electronically. If the Bidder submits a Bid in both Hardcopy and electronically, DRC will choose the version that is the most advantageous to DRC.**

**VI. SUBMISSION OF SAMPLES**

N/A

**VII. COMPLETION OF BID FORM**

**A. Prices Quoted**

Any discount offered shall be included in the Bid price.

**B. Currency**

The currency of the Bid shall be in USD, EUR or UAH. No other currencies are acceptable.

If the supplier submits the financial proposal in UAH, the contract in UAH will be concluded with the REPRESENTATION OF DANISH REFUGEE COUNCIL IN UKRAINE. In this case, the services will be provided under an international technical assistance project and will be exempt from VAT according to the project's registration card. The project card will be provided to the winner upon signing the contract. Clarifications on the legal basis for VAT exemption are detailed in Annex F.

If the supplier submits the financial proposal in USD or EUR, a contract in USD or EUR will be concluded with DRC HQ (Denmark). In this case, the supplier is responsible for determining its tax liabilities and for paying any taxes and/or duties in accordance with local laws. DRC will not reimburse the supplier for any taxes, duties, or other contributions payable by the supplier.

**C. Language**

The Bid Form, and all correspondence and documents related to this RFP shall be in English or English-Ukrainian both.

**D. Packing**

Not applicable for the particular case

**E. Origin**

Not applicable for the particular case

**F. Presentation**

Bids shall be clearly legible. Prices entered in lead pencil will not be considered. All erasures, amendments, or alterations shall be initialised by the signatory to the Bid. Do not submit blank pages of the Bid Form and/or schedules which are unnecessary for your offer. All documentation shall be written in English or English-Ukrainian both. All Bids shall be signed by a duly authorized representative of the Bidder.

**G. Split Awards**

Not applicable for the particular case.

**H. Validity Period**

Bids shall be valid for at least the minimum number of days specified in the RFP from the date of Bid closure. DRC reserves the right to determine, at its sole discretion, the validity period in respect of Bids which do not specify any such maximum or minimum limitation.

**VIII. ACCEPTANCE**

DRC reserves the right, at its sole discretion, to consider as invalid or unacceptable any Bid which is a) not clear; b) incomplete in any material detail such as specification, terms delivery, quantity etc.; or c) not presented on the Bid Form – and to accept or reject any amendments, withdraws and/or supplementary information submitted after the time and date of the RFP Closure.

**IX. AWARD OF CONTRACTS**

This RFP does not commit DRC to award a contract or pay any costs incurred in the preparation or submission of Bids, or costs incurred in making necessary studies for the preparation thereof, or to procure or contract for services or goods. Any bid submitted will be regarded as an offer made by the Bidder and not as an acceptance by the Bidder of an offer made by DRC. No contractual relationship will exist except pursuant to a written contract document signed by a duly authorized official of DRC and the successful Bidder.

DRC may award contracts for part quantities or individual items. DRC will notify successful Bidders of its decision with respect to their Bids as soon as possible after the Bids are opened. DRC reserves the right to cancel any RFP, to reject any or all Bids in whole or in part, and to award any contract.

Suppliers who do not comply with the contractual terms and conditions including delivering different products and of different origin than stipulated in their Bid and covering contract may be excluded from future DRC RFPs.

#### **X. CONFIDENTIALITY**

This RFP or any part hereof, and all copies hereof shall be returned to DRC upon request. This RFP is confidential and proprietary to DRC, contains privileged information, part of which may be copyrighted, and is communicated to and received by Bidders on the condition that no part thereof, or any information concerning it may be copied, exhibited, or furnished to others without the prior written consent of DRC, except that Bidders may exhibit the specifications to prospective subcontractors for the sole purpose of obtaining offers from them. Notwithstanding the other provisions of the RFP, Bidders will be bound by the contents of this paragraph whether or not their company submits a Bid or responds in any other way to this RFP.

#### **XI. COLLUSIVE BIDDING AND ANTI-COMPETITIVE CONDUCT**

Bidders and their employees, officers, advisers, agent, or sub-contractors shall not engage in any collusive bidding or other anti-competitive conduct or any other similar conduct, in relations to:

- The preparation of submission of Bids,
- The clarification of Bids,
- The conduct and content of negotiations,
- Including final contract negotiations,

In respect of this RFP or procurement process, or any other procurement process being conducted by DRC in respect of any of its requirements.

For the purpose of this clause, collusive bidding, other anti-competitive conduct, or any other similar conduct may include, among other things, the disclosure to, exchange or clarification with, any other Bidder, person or entity, of information (in any form), whether or not such information is commercial information confidential to DRC, any other Bidder, person or entity in order to alter the results of a solicitation exercise in such a way that would lead to an outcome other than that which would have been obtained through a competitive process.

#### **XII. IMPROPER ASSISTANCE**

Bids that, in the sole opinion of DRC, have been compiled:

- With the assistance of current or former employees of DRC, or current or former contractors of DRC in violation of confidentiality obligations or by using information not otherwise available to the general public or which would provide a non-competitive benefit,
- With the utilization of confidential and/or internal DRC information not made available to the public or to the other Bidders,
- In breach of an obligation of confidentiality to DRC, or contrary to these terms and conditions for submission of a Bid, shall be excluded from further consideration

Without limiting the operation of the above clause, a Bidder shall not, in the absence of prior written approval from DRC, permit a person to contribute to, or participate in, any process relating to the preparation of a Bid or the procurement process, if the person has at any time during the 6 months immediately preceding the date of issue of this RFP was an official, agent, servant, or employee of, or otherwise engaged by, DRC and was engaged directly, or indirectly, in the planning or performance of the requirement, project, or activity to which this RFP relates.

#### **XIII. CORRUPT PRACTICES**

DRC has zero tolerance for corruption.

The Bidder represents and warrants that neither it nor any of its potential subcontractors are engaged in any form of corruption, defined by DRC as the misuse of entrusted power for private gain.



This definition is not limited to interactions with public officials and covers both attempted and actual corruption, as well as monetary and non-monetary corruption. The definition includes, but is not limited to, corruption in the form of facilitation payments, bribery, gifts constituting an undue influence, kickbacks, favouritism, cronyism, nepotism, extortion, embezzlement, misuse of confidential information, theft, and various forms of fraud, such as forgery or falsification of documents, and financial or procurement fraud. No offer, payment, consideration, or benefit of any kind, which could be regarded as an illegal or corrupt practice, shall be made, promised, sought or accepted – directly or indirectly – as an inducement or reward in relation to activities funded by DRC, including tendering, award or execution of contracts. DRC reserves the right, without prejudice to any other right or remedy available to it, according to any violation of this clause to immediately reject the submitted offer, and to take such additional action, civil and/or criminal, as may be appropriate.

The Bidder agrees to accurately communicate DRC’s policy with regards to Anti- Corruption to Third Parties. The Bidder furthermore agrees to inform DRC immediately of any suspicion or information it receives from any source alleging a violation of this policy to the contact details of the specific DRC country operations via <https://pro.drc.ngo/where-we-work/>, or via DRC’s Code of Conduct Reporting Mechanism: <https://pro.drc.ngo/code-of-conduct/>. Reports of suspected corruption can also be reported directly to DRC HQ at [c.o.conduct@drc.ngo](mailto:c.o.conduct@drc.ngo).

#### **XIV. CONFLICT OF INTEREST**

A Bidder shall not, and shall ensure that its employees, officers, advisers, agents or subcontractors do not place themselves in a position that may, or does, give rise to an actual, potential or perceived conflict of interest between the interests of DRC and the Bidder’s interests during the procurement process.

If during any stage of the procurement process or performance of any DRC contract a conflict of interest arises, or appears likely to arise, the Bidder shall notify DRC immediately in writing, setting out all relevant details of the situation, including those cases in which the interests of the Bidder conflict with the interests of DRC, or cases in which any DRC official, employee or person under contract with DRC may have, or appear to have, an interest of any kind in the Bidder’s business or any kind of economic ties with the Bidder. The Bidder shall take steps as DRC may reasonably require, to resolve or otherwise deal with the conflict to the satisfaction of DRC.

#### **XV. WITHDRAWAL/MODIFICATION OF BIDS**

Requests to withdraw a Bid after the Bid Closure Time shall not be honoured. If the selected Bidder withdraws its Bid, DRC shall duly register the said Bid and shall evaluate it alongside all other received Bids. If the selected Bidder has furnished a Bid security, DRC shall withhold such Bid security until the issue has been resolved.

Withdrawal of a Bid may result in your suspension or removal from the DRC suppliers List.

A Bidder may modify its Bid prior to the RFP closure. Any such modification shall be submitted in writing and in a sealed envelope, marked with the original Bid number. No modification shall be allowed after the RFP closure.

#### **XVI. LATE BIDS**

All Bids received after the RFP closure will be rejected.

#### **XVII. OPENING OF THE RFP**

This is a restricted tender and there will not be a public opening where bidders may present.

#### **XVIII. CONDITIONS OF CONTRACT**

All Bidders shall acknowledge that the DRC General Conditions of Contract for the Procurement of Goods, or Services, or the Special Conditions of Contract, as applicable, are acceptable.

#### **XIX. CANCELLATION OF THE RFP**

In the event of an RFP cancellation, Bidders will be notified by DRC. If the RFP is cancelled before the outer envelope of any Bid has been opened, the sealed envelopes will be returned, unopened, to the Bidders

The RFP may be cancelled in the following situations:

- Where no qualitative or financially worthwhile Bid has been received or there has been no response at all.
- The economic or technical parameters of the project have been fundamentally altered.
- Exceptional circumstances or force majeure render normal performance of the project impossible.
- All technically compliant Bids exceed the financial resources available; or
- There have been irregularities in the procedure, in particular where these have prevented fair competition.

DRC shall not be liable for damages, whatever their nature (in particular damages for loss of profits) or relationship to the cancellation of an RFP, even if DRC has been advised of the possibility of damages. The publication of a procurement notice does not commit DRC to implement the programme or project announced.

#### **XX. QUERIES ABOUT THIS RFP**

For queries on this RFP, please contact the Procurement Focal Point: [ukr-procurement@drc.ngo](mailto:ukr-procurement@drc.ngo)

All questions regarding this RFP shall be submitted in writing to the above. On the subject line, please indicate the RFP number. **Bids shall not be sent to the above email.**

#### **XXI. RFP DOCUMENTS**

This RFP document contains the following:

1. Annex A.1. Terms of Reference
2. Annex A.2. Bid Form (Financial)
3. Annex B. Tender & Contract Award Acknowledgment Certificate
4. Annex C. Supplier Profile and Registration Form
5. Annex D. DRC Supplier Code of Conduct
6. Annex E. DRC General Conditions of Contract
7. Annex F. Clarifications on the legal basis of VAT exemption

Under DRC's Anticorruption Policy Bidders shall observe the highest standard of ethics during the procurement and execution of such contracts. DRC will reject a Bid if it determines that the Bidder recommended for award, has engaged in corrupt, fraudulent, collusive, or coercive practices in competing for, or in executing, the Contract.

Yours sincerely,

**DANISH REFUGEE COUNCIL**