

# REQUEST FOR PROPOSALS

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## SERVICES FOR

### *FILM PRODUCTION ON RAISING AWARENESS OF TURKISH SOCIETY ON MIGRATION AND MIGRANTS*

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**IOM Turkey**



**IOM International Organization for Migration  
IOM Uluslararası Göç Örgütü**

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IOM International Organization for Migration  
IOM Uluslararası Göç Örgütü

## Request for Proposals

The International Organization for Migration (hereinafter IOM) intends to select a qualified Service Provider to develop and undertake a public service announcement for General Directorate of Migration Management (hereinafter DGMM) which will be held in the framework of Supporting Turkey's Efforts to Manage Migration project, co-financed by the European Union Delegation in Turkey and the Republic of Turkey.

IOM now invites potential Service Providers to provide technical and financial proposals for the following Services: Development and implementation of a public service announcement on migration and migrants which will be broadcasted on social media platforms, conferences and TV programs. More details are provided in the Terms of Reference (Section II).

The Service Provider will be selected based on considerations outlined in this RFP.

The RFP includes the following documents:

- Section I. Instructions to Applicants
- Section II. Terms of Reference

The Proposals must be delivered in a sealed envelope to the reception of IOM's Head office at Birlik Mah. Sehit Kurbanı Akboga Sok. No: 24 Cankaya, Ankara/Turkey (Attn: Logistics /Procurement Unit) or e-mailed to Procurement Ankara at [ProcurementAnkara@iom.int](mailto:ProcurementAnkara@iom.int) no later than 5.00 pm on Thursday the 25<sup>th</sup> of October 2018. No late proposal shall be accepted.

Proposals submitted after the above deadline will not be considered. IOM reserves the right to reject the whole or part of any or all Bids based on the fulfilment of the provisions described in the Section 1. Service Provider which does not receive notification before the 8th of November 2018 can consider their bids unsuccessful.

Please contact Tayfun Yılmaz at [tyilmaz@iom.int](mailto:tyilmaz@iom.int) for technical inquiries.

IOM Turkey

Procurement Unit

Ankara



## **Section I - Instructions to Applicants**

### **1. Introduction**

1.1 Only eligible and accredited Service Providers which have the capacity to develop modelling and improving the main service provision processes of DGMM may submit a Technical Proposal and Financial Proposal. The proposal shall be the basis for contract negotiations and ultimately for a signed contract with the successful Service Provider.

1.2 Service Providers shall not be hired for any assignment that would be in conflict with their prior or current obligations to other procuring entities, or that may place them in a position of not being able to carry out the assignment in the best interest of the IOM.

1.3 IOM is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to contract award, without thereby incurring any liability to the Service Providers.

### **2. Corrupt, Fraudulent, and Coercive Practices**

2.1 IOM Policy requires that all IOM Staff, bidders, manufacturers, suppliers or distributors, observe the highest standard of ethics during the procurement and execution of all contracts. IOM shall reject any proposal put forward by bidders, or where applicable, terminate their contract, if it is determined that they have engaged in corrupt, fraudulent, collusive or coercive practices.

### **3. Clarifications and Amendments to RFP Documents**

3.1 At any time before the submission of the proposals, IOM may amend the RFP. Any amendment made will be made available in writing to all bidders.

3.2 Service Providers may request for clarification(s) on any part of the RFP. The request must be sent in writing or by standard electronic means and submitted to IOM at the address indicated in page # 2.

### **4. Preparation of the Proposal**

4.1 A Service Provider Proposal shall have two (2) components:

- a) The Technical Proposal, and
- b) The Financial Proposal.

4.2 The Proposal, and all related correspondence exchanged by the Service Providers and IOM, shall be in English. All reports prepared by the contracted Service Provider shall be in English.

4.3 In the Financial Proposal and all reports, Service Providers shall express the price of their services in **Turkish Lira TRY**.

## **5. Technical Proposal**

5.1 The Technical Proposal shall provide the following information using the Service Provider's preferred proposal template:

- a) A brief description of the Service Provider's profile and past performance/experience of the same type of the requested activity;
- b) A brief description of methodologies for performing the tasks outlined in the ToRs;
- c) Sample of the scenario of the film;
- d) Service provider valid registration documents and taxation certificates.

## **6. Financial Proposal**

6.1 The Financial Proposal shall follow the Service Provider's preferred template, with as much detail as possible, including unit costs;

6.2 The Financial Proposal shall include all costs associated with the assignment, including (i) remuneration for the facilitators (ii) expenses such as production cost, and operational cost, as transportation, etc, and (iii) all applicable taxes. Activities and items in the Technical Proposal not priced shall be assumed to be included in the prices of other activities or items.

6.3 Terms of payment and payment method shall be clearly specified in the proposal and further discussed during the negotiations, as stated in section 8.2.

## **7. Evaluation**

7.1 IOM shall evaluate the Proposals on the basis of their responsiveness to the ToRs and compliance to the RFP requirements, as well as the following:

- (i) Experience and past performance of the Service Provider relevant to the assignment;
- (ii) Adequacy and relevance of the offer and proposed methodologies;
- (iii) The Financial Proposal;
- (iv) Proposed terms of payment;

- (v) Delivery schedule; and,
- (vi) The Proposal contains all information specified in articles 4, 5 and 6. If any of the requested information is missing or is incorrect, the application may be rejected on that **sole** basis and the application will not be evaluated further.

7.2 The Proposals that pass the first administrative check will be evaluated on the relevance and design of the proposed action.

## **8. Negotiations**

8.1 Contract negotiation is expected to take place no more than one week after notification of the successful bidder.

8.2 Negotiation will include discussion and finalization of: a) the ToRs and Scope of Services; b) the methodology and work program proposed by the Service Provider; d) the Financial Proposal submitted; e) payment terms; and f) the contractual terms. All agreements coming out of the negotiations will be incorporated into the contract.

## **9. Award of Contract**

9.1 Following negotiations, the contract will be awarded to the selected Service Provider. Service Providers which do not receive notification before the 8<sup>th</sup> of November 2018 can consider their bids unsuccessful.

## **10. Confidentiality**

10.1 Information relating to the evaluation of proposals and recommendations concerning awards shall not be disclosed to the Service Provider who submitted Proposals or to other persons not officially concerned with the process.

10.2 IOM shall not disclose any information in the application to any third party. IOM will however archive all applications for auditing purposes.

## **Terms of Reference**

### **1. Background Information**

Within the Ministry of Interior, Directorate General of Migration Management, the Department of Harmonization and Communication expressed a need to run an awareness raising announcement broadcasted mainly on social media platforms to increase the awareness towards migration and migrants, which is planned to start to be broadcasted by the 18<sup>th</sup> of December, International Migrants Day. This Request for Proposal is to find the most convenient Service Provider which could,

- 1) Create a media strategy from scratch including the scenario and communication plan and produce a 4 minutes video which fulfill the quality requirements to be broadcasted both on social media platforms, conferences and TV programs.
- 2) Develop the media content according to the messages which target to be reached out to the society
- 3) Develop a scenario which can prevent xenophobia, exclusion and discrimination and promote migrant friendly approaches
- 3) Work fast and effective since there will be a very limited time frame both for the creation and implementation of the produced medias.
- 4) (Is an asset) Find Turkish opinion leaders as artists and actors to voluntarily perform for the media produced.

### **2. Beneficiaries**

The immediate beneficiaries of this project will be the headquarter and provincial units of DGMM.

### **3. Overall timeframe and duration**

This component of the project is planned to last from 1<sup>st</sup> of November to 1<sup>st</sup> of December 2018. Throughout this period, the Service Provider will deliver a media strategy and content ideas, and produce the media of the selected scenario.

### **4. Objective**

**The objective** of this activity is to raise awareness among society towards migration and migrants.

### **5. Detailed information on the activity**

#### **1. Development of a public awareness campaign idea:**

The Service Provider is expected to create a unique raising awareness campaign idea which will be implemented by the production of a 4 minutes film.

**1. Creation of a campaign idea for public awareness raising on migration and migrants that could be shown in the format of a short-film:**

- a) A creative campaign film content strategy generation
- b) 2 alternatives of campaign film ideas
  - 2 different original campaign scenario alternatives
  - 2 story boards and/or mood boards of 2 scenarios to be chosen by the supplier, each of them from separate film ideas.

The campaign idea needs to be presented to IOM and DGMM. Both IOM and DGMM may ask for further revisions.

**2. Production of a high-quality film (about 4 min.), convenient for broadcasting both on TV and social media platforms:**

- a. Comprise of indoor and outdoor shootings
- b. Including professional film director fee
- c. Including professional art director fee
- d. Including technical staff fees:
  - i. Production Manager
  - ii. Production Assistants
  - iii. Camera Assistants
  - iv. Technical Assistants
  - v. Set designers
  - vi. Make-up Specialist
  - vii. Hair Stylist
- e. Including technical equipment fees
  - i. Cameras
  - ii. Light system
  - iii. Film set
  - iv. Decors
  - v. Costumes
- f. Including montage, cutting, editing, rendering and other post production costs
  - i. Mixer board technician fee
  - ii. Cutting & Editing Specialist fee

**The Service Provider needs to make adaptations to the movie according to its media tool such as radio, TV and social media. The adaptations needs to be consulted with IOM.**

A radio spot production (average 30 sec.), convenient for broadcasting in national radio channels:

- a. Including jingle writing & composing,
- b. Including music jingle production fees
  - i. Performing,

- ii. Recording
- iii. Mixing
- iv. Mastering
- c. Including singer & orchestra fees (if needed)
- d. Including voice over artist(s) fee(s)
- e. Including dubbing costs

**IOM has 180.000,00 TRY budget for the above procurement. The bid needs to be given according to this budget.**

The Service Providers are expected to;

1. To produce the media in dialogue with DGMM and IOM and with the consent of IOM,
2. Maintain daily contact with IOM's program officer and project assistant and report the actions and processes.