

Request for Proposals

Video Production



RFP Release Date: May 29, 2023

Proposal Due Date: June 12, 2023

Objective:

econext is seeking the services of a qualified vendor to produce videos capturing the capabilities of ocean cleantech businesses operating in Newfoundland and Labrador for the purposes of educating the workforce on the skills, jobs, and opportunities associated with the sector.

Scope of Work

Deliverables:

1. Video capture of 10 demonstration activities at The Launch in Holyrood, NL spread over 5 days in 2023 (i.e. 2 per day on 5 different days). Activities will involve the deployment of equipment and technologies in the ocean and/or the demonstration of processes and services that are oceans-focused. The dates of demonstration activities are to be determined;
2. 10 video interviews to be conducted focusing on the jobs, skills, and opportunities associated with the businesses / organizations involved in the demonstration and deployment activities;
3. The production of 10 vignettes (up to 2 minutes in length), using the video obtained above, aimed at educating the workforce on the jobs and skills required by businesses / organizations like those involved in the deployment and demonstration activities;
4. Providing guidance and recommendations to the client on the effective distribution of the materials produced to meet knowledge mobilization and education objectives;

Other Considerations:

- Activities will take place near, on, and under the water; all personnel conducting this work at the venue (The Launch) will need to adhere to the Marine Institute's safety policies with regards to the use of personal protective equipment (PPE) and designated safe work areas.
- *econext* requires high quality and dynamic video which fully captures the excitement/capabilities of the technologies and/or services being demonstrated;
- Video capture of these activities will require coordination with 10 technology/service providers, the venue (The Launch), and *econext*. Sufficient resources should be attributed to properly managing logistics;
- The purpose of the footage obtained is to help stakeholders showcase the capabilities that exist in Newfoundland and Labrador with respect to ocean cleantech, and those of The Launch;
- The vendor will provide the client with the raw footage capture during the 10 demonstration and deployment activities at the earliest opportunity following the events;
- The purpose of the produced videos (vignettes) is to generate interest within under-represented communities within the workforce – e.g., women, youth, new Canadians, Indigenous peoples – in pursuing careers within ocean cleantech businesses.

Budget and Timelines

Timelines:

1. RFP Release Date:	May 29, 2023
2. Proposal Due Date:	June 12, 2023
3. Project Start Date:	June 19, 2023
4. Demonstration and Deployments (Deliverables 1+2)	June – November, 2023
5. Production of all 10 vignettes (Deliverable 3)	No later than December 31, 2023
6. Guidance on vignette distribution (Deliverable 4)	No later than December 31, 2023
7. Project completion	December 31, 2023

Budget:

The maximum budget available for this contract is \$200,000 (exclusive of HST). Vendors are expected to provide detailed budget breakdowns in their submissions.

Evaluation Criteria

Submissions will be evaluated according to the following criteria:

- Knowledge and experience in relation to the work: demonstrated ability to meet expectations based on completion of similar projects and/or quality of previous works
- Understanding of the scope and objectives of the project: demonstrated comprehension of/adherence to the RFP
- Proposed approach/workplan
- Knowledge of and experience working with or within Newfoundland and Labrador's oceans and/or cleantech industries
- Price - value of work proposed versus identified costs

Proposal Submissions

The contracting organization for this RFP is *econext*. A single electronic document is sufficient. The proposal should be no longer than four (4) pages, and be concisely worded with clearly described objectives, methods, timelines, and outcomes. The proposal must acknowledge and fully accept the terms and conditions as laid out in this RFP.

The proposal should feature appendices, including (1) a brief description of the respondent's company and its relevant experience with similar projects, and (2) a description of the relevant work experience of the staff assigned to this project.

Submissions should include detailed budgets that align with the proposed methodology, project components, and timelines.

The electronic copy of submissions should be in DOC and/or PDF format, and sent to Ogaga Johnson, *econext*'s Director of Workforce Development, via email at ogaga@econext.ca no later than 17h00 NST **June 12, 2023**. Questions from interested applicants about this initiative can be directed to the same address.

Terms and Conditions

- All proposals received will be considered strictly confidential;
- The lowest cost, or any proposal, will not necessarily be accepted;
- Proposed costs must be represented in Canadian dollars;
- Applicants must be a company or organization of legal entities validly incorporated or registered in Canada, with work being undertaken in Canada;
- No payment will be made for the preparation and submission of proposals for this project;
- No fee will be made on the cost of work incurred to remedy errors or omissions for which the consultant is responsible; and
- *econext* reserves the right to meet with all, or any, of the applicants during the proposal evaluation stage to clarify information in the submissions and seek additional detail which may be used in the evaluation.