



USAID | PARAGUAY

DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

SCOPE OF WORK FOR USAID PARAGUAY MULTIMEDIA PRODUCTION COMPANY

I. PURPOSE

The U.S. Agency for International Development (USAID) in Paraguay seeks to develop communication products to publicize USAID programs, including but not limited to: short videos, high quality photos and social media materials, designed to reach specific audiences with information on USAID assistance and its impact in Paraguay.

II. BACKGROUND

The United States has provided development assistance to Paraguay for over 60 years. During this period, U.S. support has concentrated on agriculture, health, education, public works, and economic reform, while also strengthening democratic institutions and environmental protection.

Currently, USAID focuses its efforts in two main areas. 1) Supporting Democracy and Good Governance by strengthening the mechanisms that detect and prevent corruption. 2) Securing sustainable Economic Growth by increasing the net income of small-scale producers' organizations and supporting the development of environmentally sustainable beef production practices.

The Communications Office is looking to contract a professional multimedia production company to produce short documentaries, photos and social media materials on USAID projects and project beneficiaries. The materials will be distributed to the press and broadcast on USAID official media channels in Paraguay and the United States. Products may also be used in conjunction with project events, as well as with speeches and meetings hosted by USAID officials.

III. DELIVERABLES

1. **Work Plan:** A detailed plan and timeline of how this work will be carried out must be submitted electronically in English no later than two weeks after the contract is awarded. Deliverables, including the work plan, timeline and all deliverables listed below, will be considered as drafts until final approval from USAID.



2. **Production of at least fourteen (14) motivational, inspiring, short videos, in Spanish with Spanish and English subtitles, each less than 5 minutes.** A detailed storyboard/script for each video will be required. Package should include HD digital still photos, all raw footage, and a shorter “teaser” version of each video (30 seconds maximum).
3. **Production of at least twelve (12) retouched digital HD photos** of USAID project activities in various locations. Preferably action shots of everyday Paraguayans who are transforming their lives and their communities and which clearly show self-reliance.
4. **Design of at least ninety-six (96) social media flyers** to engage Paraguayans to comment, share and interact, in order to build public awareness and support of USAID’s work. An editorial calendar for the texts accompanying these materials should be approved by USAID.
5. **Design of at least twelve (12) Infographics** that clearly explain complex subjects, such as the work USAID provides in the areas of Democracy and Governance.
6. **Monitoring of the impact** of all published materials during the duration of the contract.
7. **Production of at least six (6) success stories**, a blog type text of around 1,000 words that tells the story of USAID beneficiaries around the country.

IV. LOCATION OF WORK AND LOGISTICAL SUPPORT

The Contractor will work independently outside the USAID building; however she/he will have periodic meetings and consultations at USAID. Video production and photos will include travel within Paraguay. Priority municipalities include, but are not limited to: Filadelfia, San Pedro, Concepción, Amambay, Canindeyú, and Caaguzú, among others.

The Contractor will be responsible to arrange and pay for all logistic support required under the resulting award, including but not limited to travel costs arrangements, per diems,



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communications, administrative services, etc. The Offeror must budget all costs necessary for the execution of the activities required to produce the deliverables in this scope of work.

USAID will provide information on projects, locations and points of contact for any production day, and will coordinate with the offeror as needed.

V. TIMEFRAME

On or about August 1, 2019 to September 30, 2020.

VI. REPORTING RELATIONSHIPS AND ACCEPTANCE AND INSPECTION

The Contractor works under the direction of the USAID Development Outreach and Communications (DOC) or the designated officer. Final acceptance of deliverables will be made by the Program Officer. Any changes to the USAID Representative/Point of Contract will be given to the provider in writing by the Contracting Officer.

VII. MINIMUM (REQUIRED) QUALIFICATIONS

Interested offerors must have the following qualifications:

1. Language: Ability to fully and effectively communicate, both orally and in writing, in Spanish and English. Basic Guaraní language is desired.
2. Technical knowledge and experience in video production and editing, graphic design, photography and social media.
3. Updated portfolio of products that demonstrates expertise in the areas listed.
4. Excellent written communication skills.
5. Desired: Experience working in Paraguay on communication products for international organizations, NGOs or development projects.

VIII. EVALUATION CRITERIA

The contractor will be selected on best value for the U.S. Government (quality of deliverables and price). Offerors' experience, recommendations, and quality of the portfolio will be used to select the contractor. All offers will be evaluated pursuant to the standards below.



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1. Creativity and innovation in the proposed approach. 30%
2. Demonstrated dynamic engagement and flexibility during implementation of previous contracts. 20%
3. Prior related work experience in production and editing, graphic design, photography, and social media for development projects. 20%
4. Quality of portfolio: creativity and design of social media campaigns, graphic design, photography, events. 30%

IX. DISCLOSURE OF INFORMATION

Any information made available to the Contractor by the Government shall be used only for the purpose of carrying out the provisions of this contract and shall not be divulged or made known in any manner to any person except as may be necessary in the performance of the contract.

X. BRANDING AND COPYRIGHT

USAID regulations require all programs, projects, activities, public communications, and commodities we partially or fully fund to be marked with or visibly bear the USAID Standard Graphic Identity that communicates our aid “From the American People.” The designated officer will monitor compliance of USAID branding and marking requirements.

The Contractor shall not copyright any of the materials produced under this award without the express authorization of the Contracting Officer.



XI. Independent Government Cost Estimate (IGCE) \$99,734 total

No.	Deliverable	Unit	Unit Number	Unit Price	Total Exempted VAT
1	Work Plan and Timeline				
2	Videos	1	14	\$5,903	\$82,645
3	Digital High Definition Photographs	1	12	\$738	\$8,855
4	Social Media Flyers	1	96	\$22	\$2,125
5	Infographics	1	12	\$74	\$885
6	Monitoring	1	12	\$325	\$3,896
7	Success Stories	1	6	\$221	\$1,328
Total Exempted VAT					\$99,734



XII. METHOD OF PAYMENT

USAID/Paraguay shall process progress payments to the Contractor in accordance with FAR Clause 52.232.16, as follows:

1. 30% of the total price upon delivery and acceptance of the work plan and timeline.
2. 35% of the total price upon verification of completion and approval of 50% of items 2 to 7 under Section III. DELIVERABLES.
3. 35% of the total price upon receipt and acceptance of all deliverables.

The Vendor shall submit electronic invoice to the Controller's Office at the address shown in paragraph below. A proper invoice must include the following information:

1. Vendor's name and bank account information for payments by wire transfers
2. Invoice Date
3. Purchase Order number

Voucher Standard Form 1034, and signed Receiving Report must be attached. Acceptance shall be in accordance with the Inspection/Acceptance clause. All vouchers, request for payment should be sent electronically via email in a PDF format to USAID Controller's office at vouparaguaylima@usaid.gov and to the Contracting Officer's Representative (COR) acasati@usaid.gov.

Deliverables shall be sent to:

Ms. Adriana Casati
Contracting Officer Representative
USAID/Paraguay
Juan de Salazar casi Artigas
Asuncion, Paraguay
acasati@usaid.gov

XIII. INFORMATION TO BE INCLUDED IN PROPOSALS/QUOTES

Write "Contrato de Servicios de Comunicación" on the subject line. Please submit the materials referenced below to usaidparaguay@usaid.gov. Only finalists will be contacted. No telephone inquiries.

Interested offerors must submit the following or the offer will not be considered.



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1. Cover letter addressing minimum required qualification factors and a draft creative script addressing one of USAID/Paraguay current programs. Maximum 3 pages with Times New Roman 12.
2. Document prior related work experience in video production and editing, graphic design, photography and social media.
3. Three recommendations addressing related work/customer satisfaction.
4. Portfolio: social media campaigns, graphic design, including infographics, videos, photos via links or samples.
5. A quotation per each item of the expected deliverables, as per the below template.

No.	Deliverable	Unit	Unit Number	Unit Price	Total Exempted VAT
1	Work Plan Timeline				
2	Videos	1	14	\$	\$
3	Digital High Definition Photographs	1	12	\$	\$
4	Social Media Flyers	1	96	\$	\$
5	Infographics	1	12	\$	\$
6	Monitoring	1	12	\$	\$
7	Success Stories	1	6	\$	\$
Total Exempted VAT					\$