

Questions and Answers

Posted August 23, 2017

Subject: RFP for Planning, design, filming and production of advocacy video to highlight the need for dietary intake data in low- and middle-income countries

Issued on: August 14, 2017

Application Submission Deadline: September 5, 2017

1. Question: What is the budget range for the video, with and without travel costs factored in?

Answer: This is a fixed price purchase order. We are requesting firms to provide a quote for the price to carry out the requested work. We are not providing a specific dollar amount for firms to budget to.

2. Question: Does the footage need to connect directly to the experiences of the interviewees in their home countries (the RFP mentions footage of food environments and/or meals eaten in several different LMIC contexts)? If yes, does additional travel include travel to those countries? Do you have a budget for this?

Answer: The footage of food environments and/or meals eaten in several different LMIC contexts does not need to connect directly to the experiences of the interviewees in their home countries. However, if this is deemed by an applicant to be the most appropriate and effective method of presenting the narratives, then this can be considered – in which case, the budget submitted with the proposal should include travel to additional countries, if stock images and footage will not be used.

3. Question: Is it acceptable to use stock images or footage as part of the video?

Answer: Yes, it would be acceptable to use stock images and footage, to the extent these are available and appropriate given the nature of the film.

4. Question: Are captions required for the final video, or just English subtitles for non-English speakers?

Answer: At this time, we are only requesting English subtitles for the non-English speakers who are filmed. However, as part of a separate contract, it is possible that we may later request captions be added in different languages.

5. Question: Does the final video need to be delivered in any other languages than English?

Answer: At this time, we are only requesting the video be delivered in English. Please also see response to question #4.

6. Question: Do you anticipate the vendor requiring all 5 days of the conference for filming interviews? If not, do you know roughly how many individuals you hope to feature in the film so that we may estimate the number of production days it will take to film the interviews during the conference period?

Answer: We do not anticipate the vendor requiring all 5 days of the conference for filming interviews, but unfortunately, cannot provide an exact amount of time that would be necessary. This will depend on the interviewees' schedules and availability to be filmed. We hope that it would be possible to include 4-5 individuals attending ICN in the film.

7. Question: Regarding "proposed method to be used for addressing translation issues", can you tell us how many individuals would speak another language and which languages those would be?

Answer: We do not have individuals yet confirmed for participating in the film, but expect that there may be French, Spanish, and Portuguese speakers who might participate in the film. All of the individuals would speak a good amount of English but may not be entirely fluent, and/or may have a strong accent when speaking English.

8. Question: Regarding "footage of food environments and/or meals eaten in several different LMIC contexts", how many and which countries do you want captured in this footage? For those countries, do you have local partners willing to assist with in-country filming logistics? Would licensed stock footage or photographs be considered as an alternative?

Answer: We do not have a specific number of LMIC contexts in mind for the footage of food environments and/or meals, but would recommend including footage from at least the following regions: 1) sub-Saharan African (preferably Nigeria as one of the countries), 2) South Asia, 3) Southeast Asia, and 4) Latin America. FHI 360 has offices around the world, and we could consider approaching FHI 360 staff to assist with in-country filming logistics. Alternatively, the use of licensed stock footage or photographs is also an acceptable option that can be considered. See also response to question #3.

9. Question: Can you clarify: the footage "cannot be corrupted or manipulated by viewers." For example, anything posted on the web can copied and manipulated.

Answer: Thank you for raising this point. We would appreciate applicants consider any security features that may be possible to help preserve/ensure the integrity of the video when

disseminated, but understand that this may be not be possible when posting the video on the web.

10. Question: What language will the interviews be conducted in - assuming some will be in Spanish? And will you provide translators or do you expect the vendor to have translators or speak the languages necessary? As well, will the final film require subtitles? If so, in English or other languages?

Answer: It should be possible to conduct all interviews for the video in English. Those who are interviewed for the video should be able to respond in English, in most cases. However, in some cases, interviewees may feel more comfortable to speak in Spanish, French or Portuguese, even if they understand the questions as asked in English. In other cases, interviewees may wish to speak in English. In these cases, the inclusion of English sub-titles might be deemed beneficial to help clarify what is being said, if the English is spoken with a strong accent. If a translator is determined to be needed, this will be the responsibility of the selected firm to procure those services. Any subtitles for the video should be in English. See also response to questions #4, 5, and 7.

11. Question: Who is your intended audience for this piece and what action do you hope to inspire?

Answer: The intended audience for the video is broad and international. We intend to share the video with those working in agriculture, nutrition, and health globally, to advocate for the value and importance of dietary data for the development of evidenced-based programs and policies to improve nutrition and health in LMICs. We hope the audience for the video will include international development practitioners, nutrition researchers, donors, and LMIC government representatives.

12. Question: What is your expected reach for the film and how do you plan to distribute the film?

Answer: We expect to distribute the video broadly through *Intake's* website (which is currently being developed), as part of *Intake* conference and meeting presentations, via a link on our forthcoming inaugural issue of *Intake's* quarterly e-newsletter, and possibly directly through email to targeted stakeholders. The reach for the film is expected to be global, given that *Intake's* target audiences are global in nature.