

# REQUEST FOR QUOTATION (RFQ)

## FOR SERVICES

<b>Project Title:</b>	<b>Produce promotional materials and multimedia storytelling to promote coconut value chain promotion for small and medium business in Papua New Guinea</b>
<b>Nature of the services</b>	Multimedia Production for Coconut Value Chain Promotion
<b>Location:</b>	Papua New Guinea
<b>Date of issue:</b>	15/04/2025
<b>Closing Date:</b>	23/04/2025
<b>SPC Reference:</b>	RFQ25-7898

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## Part 1: INTRODUCTION

### 1.1 About the Pacific Community (SPC)

The Pacific Community (SPC) is the principal scientific and technical organisation of the Pacific region, established by treaty in 1947 with the signing of the *Agreement Establishing the South Pacific Commission* (the Canberra Agreement).

Our unique organisation covers more than 20 sectors and is renowned for knowledge and innovation in such areas as fisheries science, public health surveillance, geoscience and conservation of plant genetic resources for food security.

For more information about SPC and the work that we do, please visit our website: <https://www.spc.int/>.

### 1.2 SPC's procurement activities

SPC's procurement activities are guided by the principles of high ethical standards, value for money, open competition and social and environmental responsibility and are carried out under our Procurement Policy.

For further information or enquiries about SPC's procurement activities, please visit the procurement pages on our website: <https://www.spc.int/procurement> or email: [procurement@spc.int](mailto:procurement@spc.int)

### 1.3 SPC's Request for Quotation (RFQ) Process

At SPC, procurement valued at more than EUR 2,000 and less than or equal to EUR 45,000 requires an evaluation of at least three quotations to determine the offer that provides the best value for money through a Request for Quotation (RFQ) process.

This RFQ sets out SPC's requirements for a project and it asks you, as a bidder, to respond in writing in a prescribed format with pricing and other required information.

Your participation confirms your acceptance of SPC's conditions of participation in the RFQ process.

## Part 2: INSTRUCTIONS TO BIDDERS

### 2.1 Background

SPC invites you to submit a quotation to deliver the services as specified in [Part 3](#).

SPC has compiled these instructions to guide prospective bidders and to ensure that all bidders are given equal and fair consideration. Please read the instructions carefully before submitting your bid. For your quotation to be considered, it is important that you provide all the prescribed information by the closing date and in the format specified.

### 2.2 Submission Instructions

You must **submit your quotation and all supporting documents** in English and as an attachment to an email sent to [asishp@spc.int](mailto:asishp@spc.int) and with the subject line of your email as follows: **Submission RFQ 25-7898- Multimedia Production for Coconut Value Chain Promotion**. The email should also be copied to [rfq@spc.int](mailto:rfq@spc.int).

The supporting documents expected in this RFQ are:

- [The Conflict-of-Interest Declaration form](#) completed
- Annex 1 – Bidders Letter of Application
- Annex 2 – Conflict of Interest Declaration form

- Annex 3 – Technical Proposal Submission form
- Annex 4 – Financial proposal submission form (bidders can provide their costing in their own format if they wish to with this form)
- Certifications of Business Registration/License/any other certifications to operate within the laws of the implementing country.
- CV of specified personnels
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Your submission must be clear, concise and complete and should only include a quotation and information that is necessary to respond effectively to this RFQ. Please note that you may be marked down or excluded from the procurement exercise if your submission contains any ambiguities or lacks clarity.

Bids will be evaluated on the basis of information received by **11.59pm Fiji time on 23/04/2025**.

### 2.3 Evaluation & Contract Award

Each quotation validly received will be assessed against the evaluation criteria matrix set out in [Part 4](#). Any changes in the evaluation criteria will result in the RFQ process being re-issued.

SPC may award the contract once it has determined that a bidder has met the prescribed requirements and the bidder’s proposal has been determined to be substantially responsive to the RFQ documents, provide the best value for money (highest cumulative score) and best serve the interests of SPC.

In the event of a bid being accepted, procurement will take place under SPC’s [General Terms and Conditions of Contract](#) and depending on the value or nature of the procurement, the award will be made by issuing a purchase order or a signed and dated contract, or both.

### 2.4 Key Contacts

Please contact SPC should you have any doubt as to what is required or if we can help answer any questions that you may have.

Asish Ambika Prasad will be your primary point of contact for this RFQ and can be contacted at [asishp@spc.int](mailto:asishp@spc.int). You should copy any communications into [rfq@spc.int](mailto:rfq@spc.int).

Details will be kept of any communications between SPC and bidders. This assists SPC to ensure transparency of the procurement process. While SPC prefers written communication in the RFQ process, at any point where there is phone call or other conversation, SPC expects to keep a file note of the exchange, with all forms of communication with prospective bidders to be retained as source documents for the procurement of the services.

### 2.5 Key Dates

Please see the proposed procurement timetable in the table below. This timetable is intended as a guide only and while SPC does not intend to depart from the timetable, it reserves the right to do so at any stage.

STAGE	DATE
<b>RFQ sent to potential vendors</b>	15/04/2025
<b>RFQ Closing Date</b>	23/04/2025
<b>Award of Contract</b>	30/04/2025
<b>Commencement of Contract</b>	1/05/2025
<b>Conclusion of Contract</b>	31/05/2025

## 2.6 Legal and compliance

**Confidentiality:** Unless otherwise agreed by SPC in advance or where the contents of the RFQ are already in the public domain when shared with the bidder, bidders shall at all times treat the contents of the RFQ and any related documents as confidential. SPC will also treat the information it receives from the bidders as confidential.

**Conflict of interest:** Bidders must take all necessary measures to prevent any situation of conflict of interest. You must notify SPC in writing as soon as possible of any situation that could constitute a conflict of interest during the RFQ process. If you have any familial connection with SPC staff, this must be declared, and approval will then be sought for you to engage in the RFQ process. **In support of your response to this RFQ, you must submit to SPC [the Conflict-of-Interest Declaration form](https://spc.int/procurement) available on our procurement page website: <https://spc.int/procurement>.**

Breach of this requirement can result in SPC terminating any contract with a successful bidder.

**Currency, validity, duties, taxes:** Unless specifically otherwise requested, all proposals should be in bidders' local currency and must be net of any direct or indirect taxes and duties, and shall remain valid for 120 days from the closing date. The successful bidder is bound by their proposal for a further 60 days following notification they are the preferred bidder so that the contract may be awarded. No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted at any time during this period.

**No offer of contract or invitation to contract:** This RFQ is not an offer to contract or an invitation by SPC to enter into a contract with you.

**Privacy:** The bidder is to comply with the requirements of applicable legislation and regulatory requirements in force for the use of personal data that is disclosed for the purposes of this RFQ. SPC will handle any personal information it receives under the RFQ in line with its [Privacy Policy](#), and the [Guidelines for handling personal information of bidders and grantees](#).

**Warranty, representation, assurance, undertaking:** The bidder acknowledges and agrees that no person has any authority to give any warranty, representation, assurance or undertaking on behalf of SPC in connection with any contract which may (or may not) follow on from this RFQ process.

## 2.7 Complaints process

Bidders that consider they were not treated fairly during any SPC procurement process may lodge a protest. The protest should be addressed to [complaints@spc.int](mailto:complaints@spc.int). The bidder must provide the following information: (1) full contact details; (2) details of the relevant procurement; (3) reasons for the protest, including how the alleged behaviour negatively impacted the bidder; (4) copies of any documents supporting grounds for protest; (5) the relief that is sought.

## Part 3: TERMS OF REFERENCE

### A. Background/context

SPC is the principal scientific and technical organisation in the Pacific region, proudly supporting development since 1947. We are an international development organisation owned and governed by our 27 country and territory members. We work for the well-being of Pacific people through the practical and innovative application of science and knowledge, guided by a deep understanding of Pacific Island contexts and cultures. (<https://www.spc.int/>).

LRD helps to build resilient and food and nutritionally secure Pacific peoples and communities with well-managed natural resources, ecosystems, and markets through expertise in genetic resources, agricultural production, forestry and sustainable land management, biosecurity, and soil, plant, and animal health. The Markets for Livelihood theme works to advance resilient farm families and ensure food and nutritional security by improving the resilience of household livelihoods, diversification of livelihood strategies, and access to markets.

The European Union funded, Intra- ACP project “Support to business-friendly and inclusive national and regional policies and strengthen productive capabilities and value chains” managed by the International Trade Centre (ITC) and implemented by SPC, under the Markets for Livelihoods Pillar of LRD. The project aims to promote inclusive productive and commercial alliances and investment, increase small farmers and processors’ value addition, productivity, and competitiveness and strengthen farmer organization support service systems and capabilities in the Pacific at the regional level, with national activities in Vanuatu in coconuts, and associated crops value chains.

As part of the objectives, the project is supporting a market driven promotional campaign, we seek the services of Videographer to develop a Multimedia Production for Coconut Value Chain Promotion. The promotion creates awareness of high valued coconut products (HVCPs) developed by MSMEs in PNG, where there can be found-distribution outlets.

This initiative is to develop Multimedia Production for Coconut Value Chain Promotion, both in Video and Audio formats as marketing and awareness strategy, primed at advancing consumer awareness and market reach of the various high value coconut products (HVCPs), produced by local SMEs and sold at the domestic markets. This assignment will include a videographer service provider to shoot videos and take high quality photos for the Promotional ads in selected provinces in PNG including **Madang, Western Highlands, Morobe, East New Britain, New Ireland and National Capital District**.

The raw videos and images will then be used to develop the Promotional advertisements and also be provided in raw and edited formats to SPC.

The production of these contents will take at least one month for the videographer to produce Promotional contents is to be reviewed and approved by SPC prior to realising to the mainstream (TV and Radio stations and social media (websites and Facebook) platforms.

### B. Purpose, objectives, scope of services

The project seeks to develop Multimedia Production for Coconut Value Chain Promotion, both in video and audio formats as awareness campaign with TV and Radio Stations and via Websites, Facebook and WhatsApp targeting 500,000 audiences in 2025. The production of the promotional content requires engagement of service provider or company including the project implementing consultant to visit

selected processors of high valued coconut products including Oshin Organics, Niugini Organics, Kumul Organics and Aromantic. The video shooting will target collecting background stories of the SMEs/producers of high valued coconut products, the local distributors/retailers located at various PNG regions to capture high quality video snippets and high-quality photographs for the production of the Promotional content.

### **Objectives**

The main objectives of this assignment are:

- To conceptualise, film, and produce a visually compelling promotional advertisement for coconut products targeting the PNG market.
- To capture high-definition footage that effectively showcases the product's benefits, production process, and market relevance including interviews and success stories from existing partners and vendors.
- To deliver a final products that meets professional SPC broadcasting standards and is suitable for multi-platform distribution.

### **Scope of Work**

The selected videographer will be responsible for the following tasks:

#### **1. Pre-Production:**

- Develop a creative concept and script in consultation with SPC and in line with SPC's Pacific Way team to support broadcast dissemination of this work
- Plan the shoot, including location scouting and work with preidentified stakeholders to be featured.
- Provide a detailed production schedule.

#### **2. Production:**

- Capture high-quality video footage using professional-grade equipment.
- Conduct interviews and record voiceovers and a piece-to-camera as required.
- Ensure proper lighting, sound, and overall video composition.

#### **3. Post-Production:**

- Edit the raw footage to create a polished final video in line with approved SPC brand and video content structure
- Provide a master version without music and titles to SPC along with a finalised exported format with all necessary graphics, animations and titles.
- Add subtitles, graphics, animations, and background music where appropriate inclusive of licence use for music.
- Deliver the final version in multiple formats for broadcast, social media, and online distribution.

### **Service Provider Selection**

- The service provider shall produce high quality content (Video and Audio contents), specifying the health and nutritional benefits of the virgin coconut oil compared to other vegetable oils and visually specify the locations of the distributors/retail outlets in PNG for greater consumer advantages.

### **Deliverables**

**The service provider is expected to deliver:**

- A 30-second and a 60-second Promotional advertisement.
- High-resolution raw footage for SPC's archive.
- A summary video (2-3 minutes) capturing key highlights.
- Final outputs in multiple formats (MP4, MOV, and broadcast-ready formats).

### **C. Timelines**

- The consultancy will commence upon signing and will end no later than **31 May 2025**, unless extended mutually by both parties.
- The consultant must propose a work plan, budget and activity schedule with timelines to achieve the expected outputs using the appropriate methodologies.
- The consultancy must be completed within the agreed timeliness and is strictly not subject to an extension.
- Refer to 'Scope of Bid Price and Schedule of Payments' for activity deadlines.

### **D. Reporting and contracting arrangements**

The service provider will work under the direct supervision of the Implementation Officer Lagi Fisher- ([lagif@spc.int](mailto:lagif@spc.int)).

The identified Service Provider will report to the Project Implementation Officer and the Finance and Administration officers of the Business-Friendly Project progressively on the delivery of the Promotional ad's development project. The progress report will be evidenced based, supported with invoices, payments receipts signed by the Service Provider including clear photographs enclosed with the report.

The Contractor's duty station is their home country with travel. If travel is required, SPC will pay semi flexible economy airfares, meals, incidentals, and accommodation (DSA).

SPC does not provide or reimburse insurance for consultant's travel or health, professional indemnity or any other risks or liabilities that may arise during the consultancy (this includes any subcontractors or associates the consultant may hire). SPC is also not responsible for any arrangements or payments related to visas, taxes, or duties for which the consultant may be liable.

### **E. Skills and qualifications**

- Identify a Service Provider with five or more experience years as a videographer and photographer.
- Extensive knowledge of digital photography, video production or equivalent proven work experience in content creation for Promotional ads.

- Have previous similar engagement within the agriculture sector, or specific to the coconut sector.
- Proven experience in professional videography and Promotional advertising.
- A portfolio of previous work demonstrating creativity and high production value.
- Proficiency in video editing software such as Adobe Premiere Pro, Final Cut Pro, or equivalent.
- Ability to work within tight deadlines and deliver quality outputs.

#### Scope of Engagement

- Submit a workplan and budget to execute video and photographic footages in selected regions of PNG.
- Capture high-quality videos and high-end photographs footage for the promotional ad, including social media.

Effectively collaborate with stakeholders throughout the period of engagement and reporting to SPC on the progress of the project.

#### F. Scope of Bid Price and Schedule of Payments

Cost of engagement of Videographer Service Provider, Payment for each milestone will be within 30 working days after invoice and milestone has been received and accepted.

Milestone/deliverables	Deadline	% payment
Upon the inception meeting and completion of work plan	Within 10 working days from purchase order (PO) date/signing of contract.	20
Upon submission and acceptance of a draft Promotional video for review by SPC including progress report accompanied with evidence-based (necessary documentation and photographs) report.	Within 20 working days from purchase order (PO) date/signing of contract.	30
Upon submission and acceptance of the final project/Promotional ads and accompanied with evidence-based (necessary documentation and photographs) report.	Within 30 working days from the date/signing of contract.	50
<b>TOTAL</b>		<b>100</b>

## Part 4: PROPOSAL EVALUATION MATRIX

### 4.1 Competency Requirements & Score Weight

The evaluation matrix below reflects the obtainable score specified for each evaluation criterion (technical requirement) which indicates the relative significance or weight of the items in the overall evaluation process.

Evaluation criteria	Score Weight (%)	Points obtainable
<b>Mandatory requirements</b>		
<ul style="list-style-type: none"> <li>- <b>Annex 1 – Bidders Letter of Application</b></li> <li>- <b>Annex 2 – Conflict of Interest Declaration form</b></li> <li>- <b>Annex 3 – Technical Proposal Submission form</b></li> <li>- <b>Annex 4 – Financial proposal submission form (bidders can provide their costing in their own format if they wish to)</b></li> <li>- <b>Certifications of Business Registration/License/any other certifications to operate within the laws of the implementing country.</b></li> <li>- <b>CV of specific personnel</b></li> </ul>	Bidders will be disqualified if any of the requirements are not met	
<b>Technical requirements</b>		
The service provider must have demonstrated 5 years of technical knowledge and experiences in video and photo shooting for Promotional and documents and social media contents.	20%	140
Extensive knowledge of digital photography, video production or equivalent proven work experience in content creation for Promotional ads.	20%	140
Have previous similar engagement within the agriculture sector, or specific to the coconut sector.	20%	140
Proficiency in video editing software (e.g., Adobe Premiere, Final Cut Pro) is essential.	20%	140
Ability to work within tight deadlines and deliver quality outputs	20%	140
<b>Total Score</b>	<b>100%</b>	<b>700</b>