REQUEST FOR VIDEOGRAPHERS

CALL FOR VIDEOGRAPHERS

Issued by
The Global Alliance for Improved Nutrition (GAIN)

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I. PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people.

At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches.

We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial, and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Benin, Uganda, Rwanda, and Tanzania. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

2. BACKGROUND

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Videographers and will be the administrative lead organisation for this RFP.

The purpose of this RFP is to identify and select a pool of videographers/video editors to help support and produce branded videos for GAIN on an ad-hoc basis.

3. SCOPE OF WORK AND DELIVERABLES

The successful applicants shall deliver designed branded materials following the GAIN Brand Guidelines such as:

Creativity/Conception phase

- Creating and developing dynamic creative content (audio/video) for promotional videos, events and other organisation-wide projects
- Creating promotional snippets for publishing, including some transcription and video overlay with visuals
- Planning video shoots; Scouting out, selecting, and reserving shooting locations as well as providing equipment across countries
- Working closely with the Communications Team to take ideas from concept to execution on time and on budget
- Enhancing the storytelling of videos by building an efficient edit, adding effects/animated graphic elements and creating a good sense of transition.
- Developing structured mood- and story-boards to nourish creative decks.

Production phase
• Recording and editing video and audio projects, including selecting the program format for final output, capturing / importing media, organizing raw media, editing footage and sound files, creating and inserting static and moving graphics, titling, adding music / voice memos / SFX and media management
• Mixing and editing recorded interview snippets.
• Creating promotional snippets for publishing, including some transcription and video overlay with visuals.
• Animating dynamic content for various media & platforms, including but not limited to social media assets, website videos, interview bites, etc.

Post-production

• Participating in debriefing and brainstorming sessions to share post-production perspectives and ideas
• Developing video/motion design toolkits and templates
• Staying connected to new creative trends and insights

4. REQUIREMENTS

GAIN is seeking video editors sympathetic to our values and goals and interested in developing a longer-term relationship. The video editors could be an individual or agency with:
• Proven track record of editing and creating videos to a high professional standard.
• Graphic design and sound mixing skills.
• Good listening skills to understand our needs and translate them into solutions.
• Systematic thinking process that demonstrates good judgement, great problem-solving skills, and creativity.
• Flexibility and adaptability to changing demands.
• Ability to advise us on requirements for the editing of communications materials.
• Ability to handle requirements of multicultural internal clients.
• Preferred experience the delivery of videos from public health organisations.
• Experience working in a creative studio or as part of an agency.
• Strong creative skills to support the idea creation process.
• Colour grading skills is a plus
• Bachelor’s Degree in the creative/video sector or Visual Communication preferred but not essential
• Knowledge and interest for social media creative and innovative formats (e.g. vertical, videos, etc)
• Have a strong portfolio showcasing your creative thinking process as well as visually compelling and emotionally engaging design work. A portfolio with social media content example is expected
• Be fluent in Adobe Creative Suite (mainly Premiere and After Effect, Photoshop and Illustrator are a plus) and mobile video editing apps
• Strong knowledge of social media platforms
• Be known for your attention to detail, story telling ability, creativity, and time management skills

II. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.
1. **CONTACT**

The GAIN Communications Team will review and select the videographers /video editors. They will be available via email to respond to clarifications on this solicitation. Please direct all inquiries and other communications to the contact below. Responses will not be confidential except in cases where proprietary information is involved.

Aisling Crabbe, Digital Communications Manager.
Email: communications@gainhealth.org

2. **SUBMISSION**

Please submit your portfolio and resumé by email to communications@gainhealth.org

Please specify your hourly rate when sending your portfolio.

3. **DEADLINE**

Completed proposals should be submitted to GAIN before Monday 12th August 2024.

4. **UNACCEPTABLE**

The following proposals will automatically not be considered or accepted:

- Incomplete proposals.

5. **ACCEPTANCE**

GAIN will not necessarily accept the lowest cost or any of the portfolios submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.

6. **COMPLETION**

- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II. point 1., prior to making their submission.
- While GAIN has used considerable efforts to ensure an accurate representation in this Request for videographers / video editors, the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

7. **RIGHTS OF REJECTION**

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant
acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

8. REFERENCES

GAIN reserves the right, before the selection of videographers, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

III. TERMS AND CONDITIONS OF THIS SOLICITATION

1. NOTICE OF NON-BINDING SOLICITATION

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

2. CONFIDENTIALITY

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

4. LIMITATIONS WITH REGARD TO THIRD PARTIES

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorise any third party to bind or commit GAIN in any way without GAIN's express written consent.

5. COMMUNICATION

All communication regarding this solicitation shall be directed to appropriate parties at GAIN.

6. FINAL ACCEPTANCE

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the terms and conditions including the costs and the scope of work of each requested project to be agreed between GAIN and the applicant.

7. INTELLECTUAL PROPERTY

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how,
processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.