



JAMPRO
TRADE & INVESTMENT JAMAICA

REQUEST FOR PROPOSAL

Issued on: May 22, 2020

for

Procurement of

**PROJECT MANAGER / CONSULTANT FOR
CDB CIIF CARIBBEAN COOPERATION BUSINESS MODEL FOR ANIMATION
STUDIOS PROJECT**

Ref No: RFP-FAM2020-01

**Procuring Entity: JAMAICA PROMOTIONS CORPORATION
(JAMPRO)**



REQUEST FOR PROPOSAL
RFP #: FAM-2020-01

May 22, 2020

Dear Sir/Madam:

Subject: **Project manager / consultant for the Caribbean cooperation business model for animation studios project.**

Request for Proposal (RFP) #: FAM-2020-01

Dear Madam/Sir,

1. Jamaica Promotions Corporation (JAMPRO) is the Government of Jamaica's investment and export promotions Agency, operating under the Ministry of Industry, Commerce, Agriculture and Fisheries. The organization actively promotes business opportunities in six key sectors which include the Creative Industries, with a particular focus on the areas of Film, Animation and Music. JAMPRO has been selected by the Caribbean Development Bank / Creative Industries Innovation Fund for a project grant award under the CDB / CIIF Enabling Environment grant. The project execution is to be conducted under two phases – and Initial Phase and an Execution Phase. JAMPRO seeks a Project Manager / Consultant to design, deliver, and conduct monitoring and evaluation of the awarded project of the Caribbean cooperation business model project for animation companies.
2. You are invited to submit a technical proposal, within a fixed budget, outlining the approach and methodology for the design, delivery, and monitoring of the **Caribbean Development Bank Creative Industries Investment Fund (CIIF) Caribbean Cooperation Business Model for Animation Studios** project. Proposals should be submitted in accordance with the requirements outlined in the technical specifications outlined in **Attachment 1**.
3. Applicants are requested to subscribe to the CIIF Consultant Directory prior to submission of proposal documents. The database is available at the following link: [CIIF Consultant Directory: ENABLER GRANTEE PROJECTS](#).
4. The evaluation criteria, which will be used, are designed to ensure that the service provider selected is the bidder who submits the most advantageous proposal taking into account the criteria outlined in **Attachment 1**.
5. Your submission should include:

- a. Technical Proposal for the execution of the CDB CIIF Caribbean Cooperation Business Model, as outlined in Attachment 1;
- b. Curriculum vitae demonstrating Post graduate degree (MA., MSc., or MBA) in Business Management, Strategic Planning, Project Management, Public Policy, International Relations, International Trade, and/or Screen-based Media Production (Film, Animation, or Digital) and relevant experience
- c. Evidence of comparable work completed, via references (Maximum 2); and
- d. A price quotation within the fixed budget amount, in proforma invoice format.

N.B. The supplier should note any deviations and exceptions to the Technical Specifications as outlined in the Attachment 1.

6. The deadline for receipt of your proposal is **Friday, May 29, 2020 at 6pm EST. Late submissions will not be accepted.**
7. Proposals are acceptable by way of electronic mail to encrypted email address: **procurement@jamprocorp.com**. Please use the following in the subject line of your email submission: (RFP) #: <FAM-2020-01> - <Project Manager/ Consultant for CDB CIIF Caribbean Cooperation Business Model for Animation Studios Project>

Document Format: Proposals are to be submitted in PDF format and are to be sent as one attachment. Only references may be submitted as a separate attachment if necessary.

JAMPRO is not responsible for non-compliance in respect of the above instructions.

8. Your Proposal should be submitted as per the following instructions:
 - (i). Prices: Prices shall be quoted in United States Dollars (US\$) indicating all applicable taxes, and should not exceed the fixed budget amount of \$4,500 USD for the Initial Phase (maximum 3 months from award). The Execution Phase will be assessed separately.
 - (ii). Evaluation of Proposals: Bidders will be ranked based on evaluation grid outlined for submissions received. Negotiations will be held with the highest ranking proposal. In the event of no agreement then negotiations will begin with the next highest ranked proposal. Arithmetical errors will be corrected as follows:
 - Where there is a discrepancy between the unit rate and the line item total resulting from multiplying the unit rate by the quantity, the unit rate as quoted will govern.
 - If a Bidder refuses to accept the correction, the Proposal will be rejected.
 - (iii). Award of Contract: The bidder scoring the highest in the evaluation process outlined in **Attachment 2** will be awarded the contract. Please note that the awardee will be assessed

after the completion of the Initial Phase to determine contract continuity to the Execution Phase.

- (iv). Payment: Payment will be in keeping with the negotiated payment structured outlined in the contract.
- (v). Validity of the Offer: Your price quotation should be valid for a period of 90 days from the date of submission of Proposals as indicated in **Paragraph 5** of this Request for Proposal.

8. Clarification: Bidders may request a clarification of any of the Request for Proposal documents up to 3 working days before the Proposal submission date. Any request for clarification must be sent by standard electronic means to the email address indicated below. JAMPRO will respond by standard electronic means and will send a written response by standard electronic means (including an explanation of the query but without identifying the source of inquiry) to all Bidders. Requests for clarifications should be made to:

Tristan Alleyne
Jamaica Promotions Corporation (JAMPRO)
18 Trafalgar Road | Kingston 10
Email: talleyne@jamprocorp.com

Individual meetings with the Bidders and/or telephone calls to discuss the Bid will not be accommodated.

9. Amendments: Should JAMPRO deem it necessary to amend this Request for Proposal, at any time before the submission of the Proposals, JAMPRO may do so by issuing an addendum by standard electronic means. The addendum shall be sent to all Bidders and will be binding on them. Bidders shall acknowledge receipt of all amendments. To give Bidders reasonable time in which to take an amendment into account in their Proposals, JAMPRO may, if the amendment is substantial, extend the deadline for the submission of the Proposals.
10. JAMPRO reserves the right to:
- a) Reject any and all Proposals received in response to this Request for Proposal or to make no award or issue a new Request for Proposal.
 - b) Waive or modify any information, irregularity, or inconsistency in proposals received.
 - c) Request clarification to a Proposal submitted by any Bidder during the review process. Such clarification should not be material so as to change the substance of the Proposal.
 - d) Negotiate any aspect of the Proposal with the selected service provider.

11. Please confirm by email/fax the receipt of this RFP and whether you will submit a Proposal.

Sincerely,
Tristan Alleyne
Senior Sales and Promotions Officer – Film, Animation and Music

ATTACHMENT # 1
Technical Specifications

The technical proposal should outline the approach and methodology for the initial phase of the ***CDB / Creative Industries Investment Fund (CIIF) Caribbean Cooperation Business Model for Animation Studios*** project. The project will be conducted in two phases – the Initial Phase and the Execution Phase. The Project Manager / Consultant will be assessed at the end of the initial phase.

1. The main tasks/activities in the Initial Phase are as follows:

Description – Initial Phase	Duration
<ul style="list-style-type: none"> • All research and development required to further inform project design and budget preparation; • Participation in training sessions and delivery of relevant output. Training will be organized by CIIF including but not limited to Financial and Procurement Compliance; Gender Training; • Completion and submission of the CIIF Project Design template and Project Description Template and Financial Reporting Template; • Establishment of formal Memoranda of Understanding with partners; • Design of monitoring & evaluation framework for project; • Development and submission of terms of references of an animation studio or studios and recruitment where necessary • Oversee the development of community of practice elements to satisfy CIIF additionality components, primarily the development of an animated video, which is to be available as an online resources to other CIIF stakeholders via CIIF Platforms; The animated video is intended to illustrate the objectives of the Caribbean Model animation project and project launch. • The Consultant will prepare and submit the outputs according to CDB reporting requirements to JAMPRO as agreed. <p>Deliverables:</p> <ul style="list-style-type: none"> • Inception Report, to include research to inform project design and budget preparation • CIIF Project Design Template • CIIF Project Description Template • CIIF Financial Reporting Template • Memorandum of Understanding signed with all stakeholders / partners • Terms of Reference, Selection Criteria, and Contracts signed for the animation companies • Oversight and delivery of any launch activities for the Project • Status Report at the end of Initial Phase • All documents required to complete the contracting and preparation for the Execution Phase 	<p>Up to 3 months from award of contract</p>

Technical Requirements:

- The technical proposal should be no more than 8 pages, excluding any cover page where applicable, and any of the other requested attachments
- It should address the approach and methodology to be taken towards the delivery of the initial phase as well as outlined the capability of the consultant to deliver on that approach

Payment Schedule:

Payment will be in keeping with the negotiated payment structured outlined in the contract, according to the following schedule.

- 20% upon acceptance of inception report
- 30% upon acceptance of first draft of all deliverables – Templates, MOUs, TORs, Contracts
- 30% upon acceptance of launch activities
- 20% upon acceptance of all final deliverables

ATTACHMENT # 2
Evaluation Criteria

Minimum Technical Score: 70 points

Requirement	Assessment Criteria	Maximum Score
A. BACKGROUND & EXPERIENCE		
Eligibility	Must meet basic eligibility as outlined in the TOR in order to be considered	N/A
Qualifications	<p>Must meet academic qualifications as outlined in the TOR in order to be considered</p> <p>Post graduate degree (MA., MSc., or MBA) in Business Management, Strategic Planning, Project Management, Public Policy, International Relations, International Trade, and/or Screen-based Media Production (Film, Animation, or Digital) or other related field</p>	N/A
<p>Professional Experience</p> <p>At least ten (10) years' experience in any, or a combination of, the following areas</p>	<p>Delivering industry related studies and development of strategic frameworks, plans, and policies. Specific experience in the Film and Animation Industries is an asset.</p> <p>Monitoring and Evaluation, Business Planning, Project Management, Management Consultancy. Specific experience in the Film and Animation Industries is an asset.</p> <p>Development, implementation, or administration of regional trade and investment policies. Specific experience in the Film and Animation Industries is an asset.</p> <p>Delivering industry related studies and development of strategic frameworks, plans, and policies.</p>	20
Sector Experience	At least seven (7) years' experience working in the screen-based industries (film, animation, and/or digital)	15
Knowledge and Delivery	Demonstrated experience working with government agencies and international donors. Prior experience with the Caribbean Development Bank or other international donor agencies is an asset. (15)	15
	Strong inter-personal, verbal and written communication skills, with an excellent command of written and spoken English, as demonstrated in proposal (5)	15

	<p>Demonstrated established relationships with key players in screen-based sectors, regionally and/or internationally, as demonstrated in proposal (5)</p> <p>Demonstrated knowledge of the development of nascent animation industries, and/ or developmental models related to the creative industries, as demonstrated in proposal (5)</p>	
<u>B. METHODOLOGY</u>		
Approach to project execution	Effectiveness of proposed methodology and programme that will ensure achievement of objectives and successful completion of the scope of works.	20
<u>C. PERFORMANCE TRACK RECORD</u>		
Quality of Previous Work	Proven track record of successful completion of assigned tasks; as per references	10
<u>D. QUOTATION</u>		
Meets fixed budget	Fixed budget of US \$4500 for Initial Phase	5
Total Financial Score	The formula for determining the financial scores is the following $S_f = 5 \times F_m / F$, in which S_f is the financial score, F_m is the lowest price and F the price of the proposal under consideration.	
TOTAL SCORE		100