

Request for Proposal (RFP)

Video Editing, Animation, and Motion Graphics for Akademi Transisi Energi Phase 3A



Institute for Essential Services Reform

Tebet Barat Dalam VIII No. 20A-B

Jakarta Selatan

Indonesia

24 May 2023

Background

Institute for Essential Services Reform (IESR) is a think-tank in the field of energy and environment. IESR encourages transformation into a low-carbon energy system by advocating a public policy based on data-driven and scientific studies, conducting capacity development assistance, and establishing strategic partnerships with non-governmental actors.

As part of IESR's effort to increase public awareness and carry out capacity development for the masses, transisienergi.id was launched by the end of 2020. The website is a one-stop service for all information regarding energy transition issues. The WordPress-based site has a number of features including glossaries, data visualization, an agenda aggregator, and an online library containing publications, articles, and other forms of knowledge products.

In order to further deepen transisienergi.id role in conducting capacity development on energy and environment issues, IESR is currently developing and integrating an intuitive and robust online learning platform, Akademi Transisi Energi. This will facilitate the public to access quality and credible courses through engaging and compelling learning experiences.

The primary target audience for the platform is CSO, journalists, and students. At launch, there will be three courses covering different subjects: Introduction to the energy transition, energy transition roadmap, and Rooftop PV Installation Training. Meanwhile, the 3rd phase of module development dives deep into PV for Utility Scale, Wind Power, and Hydro Power & PHES. There's a need to make the learning process more dynamic, make difficult subjects more accessible, and ensure interest and knowledge retention. Hence IESR wanted to visualize certain concepts in each video in the form of 2D animation and motion graphics combined with the floating head or interview-style explanatory videos. In addition, a number of relevant image/video overlays should also be incorporated into each video.

Through this Request for Proposal (RFP) IESR is seeking creative individuals or institutions including production houses to carry out quality video editing work including producing subsequent animation works.

Objective

- The objective of this project is to create an engaging and intuitive, popular, and credible online learning platform both from the user and administration perspective
- Create a set of engaging and enjoyable learning material in video format complete with 2D animation and talking heads/interview style with explanatory motion graphics and corresponding image/video overlay for Akademi Transisi Energi educational video ala [Vox Media](#) and [Johnny Harris](#) Explainer series

Deliverables

1. Up to 70 videos; each may contain

- a. The script, talking head, and voiceover were provided by IESR
 - b. 1 - 3 2D Animation scenes
 - c. 3 Sets of custom introduction and credit sequence
 - d. 1 - 4 motion graphics
 - e. 2 or more relevant image/video overlays
 - f. Video duration is between 4 - 12 minutes
 - g. 2 revisions for the rough cuts
 - h. 1 revision for the final cuts
2. Motion graphic asset, if any in adobe illustrator (.AI) or SVG or in other common formats
 3. All asset and footage is under IESR copyright and can't be reused for other projects

Timeline

Proposals will be accepted until 10:00 p.m. Indonesian Western Standard Time (WIB, GMT+07) on Sunday, 28 May 2023. Kindly address Program Manager Energy Transformation IESR, Deon Arinaldo, at deon@iesr.or.id (CC: irwan@iesr.or.id & rahmat@iesr.or.id) for inquiries and submissions. Please put “**RFP Response - Video Editing Akademi 3A**”

Evaluation of proposals will be conducted from 29 to 30 May 2023. Top qualified service providers from the proposed document and quotation will be shortlisted and might be invited to a follow-up session within this time window to obtain any necessary clarification on items described in the proposals.

The selection decision for the winning bidder will be made by 30 May 2023. Upon notification, the contract negotiation with the winning bidder will begin immediately and must proceed extra quickly to meet the project timeline.

Deliverables	Timing	Payment*
1. Presented work plan and timeline of video editing	5 June 2022	10%
2. Presented rough cuts	16 August 2023	30%
3. Presented final cut	6 September 2023	50%
4. Presented revision from the final cut	20 September 2023	
5. Report and assets handover	27 September 2023	10%

*Payment terms are negotiable upon the award of the contract

Budget

IESR intends to make one award for the execution of this project. The final award amount will be contingent on submitting a detailed and reasonable proposal to be approved by IESR. Expected award to range from IDR 60 to IDR 80 million. All proposals must include proposed costs (in Indonesian Rupiah/IDR) to complete the tasks described in the project scope.

IESR will be the videos' sole proprietor

IESR intends to pay the selected contractor on a fixed-fee, milestone-based payment schedule. Shall applicants prefer an alternate payment timeline, the applicants should propose a fixed fee and separate the total hours and amounts associated with the project.

Proposal Guidelines

All proposals must be signed by an official agent or representative of the company submitting the proposal.

Please itemize all costs and include a description of associated services. Contract terms and conditions will be negotiated upon the selection of the winning bidder for this RFP.

If the organization submitting a proposal must outsource or contract any work to meet the requirements, this must be clearly stated in the proposal. Additionally, costs included in proposals must consist of any outsourced or contracted work. Any outsourcing or contracting organization must be named and described in the proposal.

Required Skills and Experience

1. Creativity and imagination
2. A knack for storytelling
3. Patience and attention to detail
4. Familiarity with common video editing software i.e. Adobe Premier, Adobe After Effect, Final Cut Pro, Davinci Resolve, or other industry standard software
5. Minimum 2 (two) works on previous projects proven through portfolio

Proposal Evaluation

The service provider will be selected based on full and open competition. The proposal will be evaluated based on the:

- Qualification 30%
- Experience 20%
- Portfolio 50%

IESR may, at its discretion and without explanation to the prospective Vendors, at any time choose to discontinue this RFP without obligation to such prospective Vendors.

Awarding of the contract resulting from this RFP will be dependent upon the suitability of proposals received and the funds available. The RFP process is open to all vendors including those who have previously developed animation or videos for IESR.