

Request for Proposal

Engagement of an Agency to Develop a
Documentary Film on the
Industrial Energy Efficiency Finance Program,
Funded by Asian Development Bank and
Implemented by: Tetra Tech ES Inc.

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INTRODUCTION AND ABOUT THE PROGRAM

Increasing industrial energy efficiency is an effective way for Bangladesh and its utilities to achieve significant cost savings, particularly in regions that have not fully taken advantage of the simplest and least expensive efficiency measures. Bangladesh consumed an estimated 4,980 MW of electricity in 2012, around 12% more than in 2011. Approximately 40% of the total electricity consumed in 2012, around 1990 MW, was used by the industrial sector. This 1990 MW of energy consumption represents a unique energy-saving opportunity for Bangladesh, because the industrial sector's energy consumption is the primary means to growing the economy country wide¹. This energy consumption allows for a much higher return on investment for energy efficiency improvements when compared to reducing energy consumption in the commercial and residential sectors, where energy consumption is far less concentrated. Put another way, the energy that is locked into inefficient systems and processes is limiting economic growth in Bangladesh.

Due to the relatively low and subsidized energy price the commercial use of energy remains inefficient and wasteful. To change this, proper incentive structures will have to be designed and regulation has to be far more effective. This is a technological as well as a regulatory challenge. The potential cost and energy savings, however, are huge. Access to finance is still an issue as financial institutions are not familiar with this line of credit and potential of this low risk business opportunity.

To address these concerns, the **ADB's Bangladesh Industrial Energy Efficiency Finance Program** focuses on six target industrial sectors that show large savings potential in Bangladesh. These sectors are highly energy intensive and have tremendous opportunity to reengineer technological processes, enhance manpower and improve management capacity. These include:

Sector 1: Textiles, garments, leather, and related industries

Sector 2: Steel, iron, and related industries

Sector 3: Cement, clinker, and related industries

Sector 4: Ceramics, glass, and related industries

Sector 5: Chemicals, fertilizers, pulp and paper, plastic, and related industries

Sector 6: Agro-industries, including food processing, sugar, pulp and paper, and jute

The focus under this program is to identify and deploy global best practices in energy efficiency improvement technologies relevant to these in private sectors and establish investment opportunities for interested financial institutions. This includes industrial sector analysis and the selection of 120 target industrial clients (20 from each sector), followed by energy audits, feasibility studies and recommendation reports prepared for those target clients.

The reports provided to each company comprise of thorough review of the technical potential to increase energy efficiency, and estimate the payback periods that financial institutions will require committing funds to energy efficiency projects in each aforementioned sector. The energy efficiency reports and recommendations have been built in a manner that can form the basis of a business model acceptable to financial institutions, helping to advance client objectives

Tetra Tech ES Inc. has been the program implementation partner to Asian Development Bank program. The program executing agency was Industrial and Infrastructure Development and Finance Company (IIDFC). Team of 25 consultants comprising of national and international consultants worked throughout the year towards achieving objectives of this program

¹ Bangladesh consumes 41% of natural gas in the industrial sector.

The program include capacity building component as well apart from providing technical assistance. In order to increase the capacity of IIDFC and raise the awareness of other financial institutions and banks, the Consultant team conducted two capacity building workshops throughout the contract period of the program. The first workshop laid the foundation by creating awareness about drivers, barriers, policy framework about energy audits so that FIs remain on board. The second workshop presented the case studies from each of the six sectors with specific attention to key potential areas of savings. The workshop participation was extended to 120 audited companies, industrial associations, financial institutions and banks for increasing the span of awareness and fostering engagement with the initiatives. The third workshop will be conducted in last week of April 2014 which will mark culmination of the program and will involve dissemination of learnings and outcome for future use by Industries, Banks/FIs and policy makers. The workshop will also air the video documentary which is presumed to stimulate viewers and convey message in a memorable fashion.

SCOPE OF WORK

The assignment is intended to engage an agency/individual to develop a documentary film which will aim to highlight the project activities, findings and the urgent need for sustainable solutions to energy requirements in Bangladesh. The film should sensitize banks/financial institutions for financing energy efficiency program. The film should reflect the potential energy efficiency beholds in Bangladesh.

While working on the above assignment, the following should be addressed:

- 1 The objective is to highlight the achievements and learning's of the Industrial Energy efficiency Finance Program through:
 - Videos and pictures of the projects implemented
 - Views from Banks/Financial Institutions
 - Views from senior officials of industries
- 2 The duration of the film should not be about 5 minutes.
- 3 The film should be in prepared and presented on DVD which automatically runs when played in a DVD player. The script should be prepared in English language and the subcontractor should take clearance for the script before commencement of the work.
- 4 The subcontractor should use a narrator to explain the clippings and read out the script in the documentary film.
- 5 The subcontractor is required to video shoot in Bangladesh industries. TetraTech will seek appointment and facilitate the visit to the identified industries of Bangladesh
- 6 The script should be written keeping in mind the audience who can learn about the program and can be influenced to identify energy efficiency projects; undertaking energy audits/feasibility studies, monitoring, measurement and verification mechanisms for energy savings achieved on energy efficiency projects and structuring performance-based energy saving contracts.
- 7 The film is intended to be used on national and international forum and hence the technical quality of this film should be very high.
- 8 The script should be prepared within 15 days post award of contract for shooting and post production work. The film should be handed over within 30 days from the date of issue of order.
- 9 Once the final film is submitted, any changes recommended by the committee are to be incorporated and revised version of the documentary film/s is to be submitted within 7 days.
- 10 BETA Camera or High Definition Camera should be used for shooting.
- 11 The subcontractor should do the editing of the film in consultation Tetra Tech officials.
- 12 Professional quality, customized animation and special effects should be used wherever necessary.
- 13 The music should be especially composed to give it a distinct identity. Subtitles to be provided wherever necessary.
- 14 The film should deploy the services of only qualified and highly talented professionals in areas of Cinematography, Scriptwriting, Editing, Recording, Sound Engineering, animation and voice over etc.
- 15 The film should not compromise on aspects of lighting and props that need to be arranged. Professional lighting equipment should be used.

16 Deliverables:

- Draft script for the documentary film: The subcontractor should share the draft script of the film with the Tetra Tech Team and upon incorporating the suggested changes present the final script for approval.
- Presentation of the unedited version of the Documentary film: The subcontractor shall present the unedited version of the documentary film to the Tetra Tech team to take their feedback and suggestions before editing of the film is done.
- Presentation of the Documentary film: The subcontractor shall present the first cut of the final documentary film to the Tetra Tech team to take their feedback and suggestions.
- Upon incorporating the changes, the subcontractor shall submit 200 copies of the final documentary film in a DVD in a customized case and cover reflecting the program.
- The subcontractor shall also submit one master (original) copy in Beta format.
- Any delay in submission of film will impose penalty of 5% of the contract value per week.

17 Post completion of this assignment, the Intellectual and Marketing Rights of the documentary film shall remain with Tetra Tech.

SUBMISSION OF PROPOSAL

Each applicant shall submit a proposal incorporating technical particulars and a price quotation for the development of the Documentary Film as specified in the Scope of Work. The technical particular shall consist of Credentials, Methodology and Details of Relevant Experience as outlined below:

A. Credentials:

Prior experience of developing similar documentary films in India/SAARC countries will be evaluated according to the following criteria:

- i) Years of total experience
- ii) Prior experience in handling similar assignments
- iii) Recommendation Letters from clients
- iv) CDs of the similar documentary films developed in the past

B. Proposed script for develop Documentary Film:

The applicant shall submit the proposed script for development of the documentary film as to the learnings and projects implemented under the ADB Bangladesh Industrial Energy Efficiency Finance Program will be showcased in the Documentary Film.

Definition of Applicant:

The applicant can be either an Individual (Organization or Person) or a Consortium (of a set of individuals or Organization or both combining together). Each participant of a consortium will be known as the Member of the Consortium. One of the members in the consortium shall have the role of a lead member, with principal responsibility for the executive management of the endeavor.

C. Methodology for development of the Documentary Film: The applicant shall submit detailed methodology for development of the Documentary Film.

D. Team Composition: The applicant shall include the names and CVs of the Team members who shall be working on this assignment highlighting their experience in handling similar assignment.

E. Price Quotation:

The applicant shall submit the price quote for developing the Documentary Film separately in the following format:

SL No	PARTICULARS	TOTAL COST
1	FIXED RATE FOR DEVELOPMENT OF THE DOCUMENTARY FILM (ALL INCLUSIVE OF TAXES AND TRAVEL RELATED COST)	

The quotation shall remain valid till March 20, 2014.

The price should include all cost related to the assignment including logistics, equipment's, preparation of CD, travel, stay in Bangladesh etc. and all applicable taxes. The quotation should be made in US Dollars and all payments shall be made in US dollars.

F. Proposal Content:

The proposal shall be submitted in two separate parts, one for Technical particulars incorporating Point A to D and other for Financial particulars including Point E.

F. Proposal Submission Date:

The 'Technical Particulars' and 'Financial Bid' shall be submitted in two separate envelopes with respective marking in bold letters. No financial information shall be provided in the "Technical particulars"

Both the sealed envelopes should reach the following office at the following address by 12pm on **March 10, 2014:**

Sachin George
Manager Administration
Tetra Tech ES India Pvt Ltd.
511, 5th Floor, D Mall,
Netaji Subhash Place, Pitampura,
New Delhi – 110034
INDIA

The bid can also be submitted via e-mail at sachin.george@tetrattech.com before the above mentioned deadline.

G. Opening of Proposal:

The proposals shall be opened on March 10, 2014 at the Tetra Tech office in New Delhi. The decision of Tetra Tech shall be final in this regard. Tetra Tech reserves the right to reject any of the bids without assigning any reason thereof. Tetra Tech reserves the right to cancel the solicitation at any stage before award of work without assigning any reason.

EVALUATION CRITERIA

The evaluation of bids will be graded according to the following categories and the following point scale.

Category	Points
Credentials and Experience	10
Proposed Script of the Film	30
Proposed Methodology	20
Team Composition	20
Price quotation	20
Total	100

A brief explanation of each follows:

1. **Credentials and Prior Experience** – This will be based on evidence to be provided by the bidder, including brochures, CDs of similar films developed in the past, recommendation Letters and other descriptive material to demonstrate and support its qualifications.
2. **Proposed Script** – This shall reflect the applicant's experience of handing similar assignment in the past and understanding of this assignment.
3. **Proposed Methodology:** The applicant shall provide detailed methodology to showcase their ability to handle the assignment.
4. **Team Composition:** The team shall be evaluated based on their past experience and technical ability to handle similar assignments in the past. Knowledge of local language will be preferable.
5. **Price Quotation** – The total cost of the contract shall be taken into consideration while scores will assigned under this criteria.

NOTE: The bids with score of minimum 50 points in Technical evaluation will only be considered for Financial evaluation. Tetra Tech reserves the right to reject any of the bids without assigning any reason thereof.

PAYMENT DETAILS

S/N	MILESTONE / DELIVERY	% PAYMENT
1	INVOICE TO BE SUBMITTED POST FINALIZATION OF THE SCRIPT OF THE FILM	25%
2	INVOICE TO BE SUBMITTED POST APPROVAL OF THE UNEDITED VERSION OF THE DOCUMENTARY	25%
3	INVOICE TO BE SUBMITTED POST-DELIVERY OF FINAL DVD/CD AND THE ORIGINALS BETA CASSETTES OF THE DOCUMENTARY FILM	50%

Terms & Conditions:

- No advance will be provided to the sub-contactor
- The payment will be made within 30 days of receiving the correct invoice post-delivery and acceptance by Tetra Tech Team of any of the above deliverables