

Association for Sustainable Forestry

REQUEST FOR PROPOSAL

FOR

Category 7 Quality Improvement Silviculture
Instructional Video

Issue Date: January 8, 2010

KEY INFORMATION

- Closing Date for Submission: February 5, 2010
- Proposal to be submitted to Association for Sustainable Forestry, c/o Rebecca Aggas, Coordinator.

Proposal may be submitted by email (preferred) or mail (3 hard copies). Faxes will not be accepted.

Emailed proposals must be received by 17:00 ADT, 5 February 2010. Mailed proposals must be postmarked by 17:00 ADT, 5 February 2010.

- Bidder confirmation: Please fill out and return the next page as soon as you decide to bid, so that we can reach you if there is any new information. The page can be emailed or faxed.
- Questions: please submit questions via email. Answers will be available to all bidders.
- Dates of Contract: March 1, 2010 – December 31, 2010.
- Questions and proposals to:

Association for Sustainable Forestry

Rebecca Aggas, Coordinator

Email: RJAggas@asforestry.com

Fax: 902.893.1197

Mail: PO Box 696, Truro, Nova Scotia B2N 5E5 (3 copies)

TO: Association for Sustainable Forestry
Rebecca Aggas, Coordinator
Email: RJAggas@asforestry.com
Fax: 902.893.1197
Mail: PO Box 696, Truro, Nova Scotia B2N 5E5 (3 copies)

FROM:

Name:

Organization (if applicable):

Mailing Address:

Phone (work &/or home):

Phone (cell):

Phone (fax):

Email:

I/we intend to submit a bid in response to this Request for Proposals.

Signed:

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1. Introduction & Background

The Association for Sustainable Forestry (ASF) is a non-profit organization whose Board of Directors consists of woodland owner organizations, forest industry organizations and representatives of other organizations. Its mandate is to provide small private woodland owners with the financial means to implement forest improvement work on their properties through the Forest Sustainability Regulations.

In March 2009 the ASF signed an agreement with the Nova Scotia Department of Natural Resources (NSDNR) to deliver a program aimed at increasing the amount of uneven-aged forest management for quality forest products on small private woodlands across Nova Scotia, increasing awareness among small private woodland owners of managing their woodlands on an uneven-aged basis and increasing awareness among silviculture contractors of managing woodlands on an uneven-aged basis called the Category 7 Quality Improvement Silviculture Program. Under the agreement, \$570,000.00 will be invested over two years for silviculture treatment sites on eligible woodlands of less than 2000 hectares. The sites must meet specific technical standards.

In addition, a total of \$150,000.00 has been earmarked for outreach activities over the first year. \$140,000.00 is allocated to outreach and education services and \$10,000.00 is allocated to the creation of an instructional video.

The ASF requires a sub-contractor (Videographer) to create an instructional video on the Category 7 quality improvement silviculture treatments in Nova Scotia. Proposals are requested from individuals or organizations with experience in script writing, editing and video production for this project.

A working group (Category 7 Committee) exists to advise and oversee the delivery of the Category 7 Quality Improvement Silviculture Program, including any outreach activities (including the instructional video). Its members include:

- Association for Sustainable Forestry
- Ecology Action Centre
- Nova Scotia Department of Natural Resources
- Nova Scotia Woodlot Owners and Operators Association
- Eastern Hardwood Management Association
- Contractor
- Nova Scotia Federation of Woodland Owners

The working group is co-chaired by representatives of the ASF and the Ecology Action Centre.

The day-to-day project activities will be under the supervision of the ASF Coordinator. Both the Videographer and the ASF Coordinator will report on the Category 7 Quality

Improvement Silviculture Program to the Category 7 Committee. The Videographer will also be expected to work with the ASF's Outreach Contractor to obtain information and sites for the instructional video.

2. Project Requirements

This Request for Proposal seeks creative, cost-effective, and efficient ways to create an instructional video on the Category 7 quality improvement silviculture treatments in Nova Scotia. Elements of the instructional video have already been identified by the Category 7 Committee and the ASF Board of Directors:

- The instructional video must cover the following topics:
 - Before, during and after video footage of (a) crop tree pruning, (b) crop tree release and (c) selection harvesting, done according to ASF's technical criteria, and shot in a way to demonstrate how to meet these criteria.
 - Several short interviews with woodlot owners who have implemented the quality-improvement treatments, discussing the benefits of quality-improvement techniques they have witnessed on their woodlots.
 - Brief over-view of the Acadian Forest, and how quality-improvement techniques support ecosystem-based forest management and high-value forest products.
- The Videographer will be required to script the video and create a storyboard for approval by the NSDNR;
- The instructional video must be 20-30 minutes in length and must be shot in HDV, for production in Standard Definition DVDs and in 16:9 ratio for use on the internet;
- The Videographer must supply the equipment to edit and shoot video;
- The Videographer will be expected to submit 250 copies of the DVD to the ASF upon completion of the project;
- The Videographer will be expected to travel to several woodlots throughout Nova Scotia to gather footage. At a minimum, travel will include at least 3 trips each to 3 or more woodlots within the Province of Nova Scotia;
- The Videographer is not expected to have any previous experience in forestry;
- The Videographer is expected to work with the ASF Coordinator and Outreach Contractor hired by the ASF in the process of developing the film; and
- The Videographer is expected to periodically report to the Category 7 Committee and ASF Coordinator on matters relating to creation of the instructional video. This can be done at approval level milestones (e.g. finalize script, finalize story board, and present rough cut).

We are seeking proposals that will explicitly outline how you will implement these activities.

Please note: The ASF will hold all rights on the information collected and footage produced for this project. The ASF will hold all rights and have exclusive use of the final product with the ability to reproduce and distribute.

3. Qualifications

The individual or organization must demonstrate:

- Experience with script writing, editing and video production (please submit 2 examples of previous work (on DVD));
- Ability to work with people;
- Strong organizational skills;
- Work independently with minimal supervision;
- Ability to plan for and deliver project requirements, and
- Valid driver's license.

In addition, the successful bidder will possess some or all of the following desirable qualifications:

- Ability to take initiative; and
- Ability to identify and utilize currently available resources.

Your proposal should clearly show how you or your organization will meet these requirements. Please submit references from 2 past projects, preferably matching those projects submitted as examples of past work. If sub-contractors are going to be used they will need to be declared and 2 examples of previous work and 2 references need to be submitted from them.

4. Pricing

The ceiling price is \$10,000.00 (not including HST). Your bid should clearly indicate how much you intend to pay out in wages or fees for service (please state per diem rate), administrative costs, travel (please state mileage/meal rate), materials, and other expenses necessary to complete your project. Payment will be completed at the following pre-determined intervals: 1/3 after approval of script and storyboard roughs, 1/3 upon presentation of the rough edit and the final 1/3 at the conclusion of the project.

5. Submission Guidelines

Emailed proposals are preferred. Should you wish to mail your bid, please send three hard copies.

Your proposal should include:

- A letter of transmittal with full contact information;

- A one-page summary;
- A table of contents;
- A detailed description of how you will go about creating the instructional video, including your general approach and timelines, for example. You should include a work plan with clear statements of what you will deliver, and when. Time is of the essence.
- A budget that ties back to your timeline and deliverables;
- A statement of qualifications, including a summary of the individuals or organization's background, resources and relevant experience and a brief biography for each team member; and
- An explanation of why you want to do this work.

6. Evaluation Criteria

a) The Best Fit With Our Objectives	Total Points - 90	
	Max. Pt. for each	Min. Score
<ul style="list-style-type: none"> Project design overview and approach 	30	14
<ul style="list-style-type: none"> Provides a detailed project plan including methods, implementation plan and delivery schedule 	50	21
<ul style="list-style-type: none"> Creativity, clarity and brevity of proposal 	10	
b) Qualifications	Total Points - 90	
	Max. Pt. for each	Min. Score
<ul style="list-style-type: none"> Required: technical capability, capacity, skills and qualifications: <ul style="list-style-type: none"> Experience with script writing, editing and video production; Ability to work with people; Well-organized; Work independently; Ability to plan and deliver project; and Valid Driver's License 	50	21
<ul style="list-style-type: none"> Desirable: technical capability, capacity, skills and qualifications: <ul style="list-style-type: none"> Ability to take initiative; and Ability to identify and utilize currently available resources (personnel, written, audio-visual that are useful in program delivery). 	20	
<ul style="list-style-type: none"> Minimum of two examples of previous work 	10	7
<ul style="list-style-type: none"> Minimum of two references 	10	7
c) Pricing	Total Points - 20	
	Max. Pt. for each	Min. Score
<ul style="list-style-type: none"> Realistic budget 	10	7
<ul style="list-style-type: none"> Creative use of limited resources 	10	7
d) Total (a + b + c)	Out of 200	

7. Negotiation

Negotiation sessions may be held to work out contract details and other expectations of the parties, based on the RFP and the proposal(s) submitted.

8. Acceptance of Proposals

All bidders will be notified of the results within 21 days of the submission of proposals. The highest rated, lowest priced, or any proposal will not necessarily be accepted. The successful bidder will be expected to begin work immediately on contract award.

9. Contract Period

This contract runs from March 1, 2010 – December 31, 2010.

10. Disclosure

All documents submitted by bidders shall become the property of the ASF. Proposal information is proprietary and will be treated as confidential. Any information pertaining to ASF obtained by a bidder as a result of participation in this project is confidential and must not be disclosed without written permission from the ASF.