

**Request for Quotes  
Cardno International Development**

**Subject: Provision of Professional Photography Services**

**Contracting Entity:** Cardno Emerging Markets USA Ltd., Washington DC, Belgrade  
Representative Office

**Location:** Serbia, Belgrade

**Issuance Date:** May 24, 2018

Cardno Emerging Markets USA, Ltd. (Cardno), the Contractor, is an implementer on behalf of the U.S. Agency for International Development (USAID) of the Competitive Economy Project, is soliciting bids from qualified, legally registered U.S. or Serbian, non-profit or for-profit companies and organizations, and non-governmental organizations (NGOs) interested in providing the consultancy services as described in Section I. Background and Scope of Work. The successful bidder will be responsible for ensuring achievement of specified tasks/deliverables.

**I. BACKGROUND AND SCOPE OF WORK**

**About the Project**

USAID Competitive Economy Project (Project) is the four-year activity with overall goal to establish systemic approaches to strengthening Serbia's food-processing sector in order to generate export-led growth, and greater integration with European and global markets. This will be achieved by systemically strengthening selected value chains (VC) with a focus on aggregate sales, exports and jobs. The Project will identify gaps in the current competitiveness system and strengthen these systems through capacity development and the facilitation of partnerships among system actors.

In order for this to be achieved, the Project will actively seek partnerships with key industry stakeholders to create platforms for exchange and knowledge sharing based on clear, market driven principles, making capacity building an integrated process. While initially focusing on the fruits and vegetables sector, the Project is expected to result in a model that can eventually be applied more broadly across the industry.

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**Background to SOW**

The Project seeks the services of professional photographer who will take photographs of arranged segments associated with the processed fruit and vegetables in Serbia.

The photographer will take images for use in Cardno International Development to include images of the country and the Project. Images are likely to be used for Cardno's corporate marketing purposes and may (in future) be used in other locations or for other purposes.

In preparation for the assignment, the photographer will review the Project web site konkurentno.rs and other background material as may be provided by Cardno, in order to familiarize himself/herself with the focus of the envisioned program. He/she will also meet with Cardno staff in person or by phone to discuss what types of images Cardno would like to obtain and what message should be conveyed by the images, as well as any cautionary notes or types of images/situations to be avoided.

**Place of Performance:**

Serbia

**Objective**

The objective of this Request for Quotes is to select a Consultant, the services of a professional photographer with expertise in a wide variety of situations including non-studio field shoots. The photographer will supply photos suitable for publication on Project website, social media and printed marketing materials. The selected photographer must have demonstrated prior experience in taking pictures in field photography. When photographing individuals, signed releases must accompany the images.

The Consultant will actively work with Project Communications and Market teams. The Consultant will also closely cooperate and implement all interventions in direct communication with USAID Competitive Economy Project.

**Equipment:**

The photographer shall provide all necessary equipment and software for performance of the assignment and for submission of images to Cardno.

**Licensing:**

The photographer shall obtain any necessary permissions from subjects allowing for images to be used for marketing or commercial purposes. The photographer shall provide Cardno with an

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unlimited and indefinite license to use the resulting images for all future uses across all media platforms, with or without attribution.

**Cardno Project Manager:**

For the purposes of this assignment, the photographer shall take technical direction from Projects Communications Team. The photographer shall not take direction from any other party without written confirmation from the Cardno Project Manager.

**II. Tasks**

The Consultant will conduct following tasks:

1. Conduct field trips and take photos of real-life situations at the farms, fields (ex: picking of cherries, berries, raspberries)  
Possible locations: Belgrade suburbs (Grocka, Brestovik, Seleus), Leskovac (Leskovacki ajvar), Futog (Futoski kupus), Krusevac, Uzice (Sirogojno), Smederevo.
2. Visit companies of fruit and vegetables processing and take photos of the production processes  
Possible companies and their location: Desing (Knjazevac), Flora (Ivanjica), Global Foods (Krusevac), Drenovac (Arijlje), Leskovacki ajvar (Leskovac), Zlatno brdo (Smederevo), Sirogojno (Uzice).
3. Take representative photos of premium food products.  
Possible companies: Andjeli, Art Ival (chocolate), Spice Up Shop, Mingle.  
Location: Belgrade and Novi Sad
4. Take photos of domestic premium F&V products in HoReCa (e.g. small jam jars serving for breakfast at hotel).  
Location: Belgrade

**The bidders are encouraged to propose the number of locations/companies to be visited based on the available budget.**

**III. Period of Performance**

Period of performance of the contracted services is June 1<sup>st</sup> until June 15, 2018.

#### **IV. Deliverables**

1. Realization plan / timeline
2. Photographer selected raw and edited photos (e.g. filters, cropping, color correction, effects).
3. Images posted for online review (Wetransfer etc.) with the ability to download both raw and edited photos in a variety of resolutions (300 dpi and other).
4. High resolution edited, and raw final digital images provided to USAID on DVD.
5. Report on conducted activities.

Please note that all photographs become the sole property of Cardno without copyright, credit or use restrictions. Photographer will be expected to obtain written or documented verbal release for all shoots.

#### **V. Requirements for eligible bidders**

Legally registered U.S. or Serbian, non-profit or for-profit companies and organizations, and non-governmental organizations (NGOs) with the relevant experience in a wide variety of situations including non-studio field shoots.

#### **VI. Award**

Cardno/the Project anticipates awarding one Purchase order under this Request for Quotes up to 5,000 in AUD (Australian Dollars) in funding to be allocated until 15<sup>th</sup> of June. The price of the subcontract to be awarded will be an all-inclusive fixed price. No profit, fees, taxes, or additional costs can be added after award. Under a subcontract all payments will be a fixed-sum, payable upon completion of deliverables. Deliverables and payment amounts, and dates will be defined in detail during negotiations.

Cardno will select the bid that offers the best value based upon the following evaluation criteria:

1. Professional Qualifications (30)

*The bidder should describe their overall capability to undertake work in this area. A description of proposed Consultancy qualifications and relevant experience to carry out the Scope of Work should be included.*

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2. Past Performance and Experience (50)

*Bidder's experience and capabilities in undertaking similar activities should be detailed here, including references, and certifications and awards (if relevant). Bidders should share website links to their online portfolio.*

3. Cost proposal (20 points)

*Ensure consistency of the costs with the proposed effort for implementing specified tasks in line with technical approach.*

***Specify the number of produced images based on the available budget.***

The selection of the Offeror for award will be made by the Cardno Evaluation Committee based on the evaluation criteria above. The award is to be made based on the best overall (i.e., best value) proposal that is determined to be the most beneficial to USAID's Competitive Economy Project with appropriate consideration given to the three evaluation factors: Qualifications, Experience and Price. The non-price factors, when combined, are significantly more important than the Price factor.

**Submission and deadline of bids**

The bidders should submit firm fixed price cost proposal broken down per tasks. All cost information must be expressed in AU Dollars. Bids including CV and references of proposed staff clearly showing adequate technical background and relevant work experience (portfolio) should be sent by e-mail to: [konkursi@konkurentno.rs](mailto:konkursi@konkurentno.rs), **by May 28, 2018, 5 p.m.** CET. Bidders can submit any questions concerning this RfQ in writing via email to [konkursi@konkurentno.rs](mailto:konkursi@konkurentno.rs).