



## REQUEST FOR PROPOSAL (RFP)

### Welcome Sesame – Ukraine Response: Parenting Program Caregiver Videos’ Production July 2023

**Disclaimer:** This Request For Proposal (RFP) is made possible by the support of IREX and the U.S. Department of State. The contents are the sole responsibility of Sesame Workshop, and do not necessarily reflect the views of IREX or the U.S. Department of State.



## [Introduction](#)

Sesame Workshop (SW) is the nonprofit media and educational organization behind *Sesame Street*, the pioneering television show that has been reaching and teaching children since 1969. Today, SW is an innovative force for change, reaching over 180 million children across more than 150 countries with educational programs designed to help kids everywhere grow smarter, stronger, and kinder. Using a range of contextualized multimedia and print materials such as audio, TV, mobile phone, and digital/web-based channels among others, SW content improves education outcomes in literacy, numeracy and social emotional learning, safety and protection and promotes positive health and hygiene behaviors for children from diverse settings, including those in acute and protracted conflict contexts. Our programs, grounded in rigorous research and tailored to the needs and cultures of the communities we serve, equip children with the knowledge and skills they need to enter school ready to learn and reach their highest potential. We are experts in creating quality content that both children and adults love and learn from, and that can be flexibly adapted and integrated into programs that meet children, caregivers and communities where ever they are. For more information, please visit:

[sesameworkshop.org](https://sesameworkshop.org) | [sesameworkshop.org/donate/criticalresponse](https://sesameworkshop.org/donate/criticalresponse)

SW is a sub awardee to the International Research and Exchanges Board (IREX), with the support from the United States Department of State (DOS), to further expand the Welcome Sesame-Ukraine Response project through providing access to quality, playful, inclusive, and contextually appropriate caregiver guidance in order to support young children affected by the crisis in Ukraine. This award aims to support DOS-IREX reach its goal to contribute to caregivers' improved self-care practices, psychological support for children, at-home early learning skills, and social cohesion.

## [Objective](#)

Welcome Sesame-Ukraine Response: Parenting Program (the Project) will build on SW's Welcome Sesame-Ukraine Response, to further deepen and expand access to quality, playful, inclusive and contextually appropriate early childhood education for young children affected by the crisis in Ukraine. SW will focus on the development and adaptation of educational materials for children, caregivers, and teachers. In considering SW's capacity to reach caregivers through the DOS funded American Spaces operated by IREX, SW will emphasize resources for caregivers in new content creation. This project will contribute to the following strategic objectives:

- Strategic Objective 1: Improved social emotional learning (SEL)
- Strategic Objective 2: Increased opportunities for playful learning
- Strategic Objective 3: Improved inclusive environment

## [Invitation for Proposal](#)

SW is seeking proposals from Ukrainian production companies or media organizations to produce 5 (five) Caregiver Videos for the Project. These 5 x 5-minute Caregivers Videos will feature a trusted messenger or advisor (such as a therapist, social worker, or teacher) providing tips and guidance for caregivers along with demonstration of these tips in action. They will focus on the themes outlined under the Educational Objectives, will be used in parenting sessions and/or shared in follow-up WhatsApp conversations, and complement the Project's other deliverables centering on the strategic objectives, including Learning Materials and Activities.

It is our intention to select the appropriate production company/organization with the aim of producing these Caregiver Videos as high-quality, engaging, and educational videos for the Project. The submitted proposals will be evaluated against technical evaluation criteria listed in Application and Submission Information, and by value for cost.

## [Creative Guidelines](#)

The Project's 5 x 5-minute Caregivers Videos, designed for use in parenting sessions and/or shared in follow-up WhatsApp conversations, will be produced in Ukraine based on the Educational Objectives derived from the Virtual Curriculum Seminar held in Spring 2023.

Each video will focus on a specific theme and script guideline, feature a trusted messenger or advisor (such as therapist, social worker, or teacher) providing caregivers/parents with tips and guidance along with demonstration of these tips in action. The demonstration of the tips in action can be presented as live action film (i.e. mini-documentary with real families in Ukraine) or animations scenarios.

The following production deliverables for the Project should be included in the proposal:

- Production (all stages)
- 5 x 5-minute Caregiver Videos in Ukrainian
- Production and post-production to be conducted in Ukraine
- Delivery by mid-December 2023

Production Company will be expected to provide:

- All equipment, personnel and facilities required for production and post
- Detailed production and delivery schedule
- Detailed storyboard and location scout prior to shooting
- Voiceover script and scratch track (if applicable)
- Location and personal release forms for all talent
- Background music and effects (buyouts for worldwide usage in perpetuity)
- Production photography and Behind the Scenes (BTS) footage (where possible)
- Master outputs per SW technical specs (broadcast quality & screeners; specs to be provided during contracting)

In the proposal, please identify a creative approach to delivering on the production of these high-quality, engaging and educational Caregiver Videos for the parents and caregivers of 3-8 year-old children living in and displaced from Ukraine.

Please refer to and consider in the proposal the Brand Attributes, Summary of Educational Objective, and Target Audiences outlined below in this RFP. Additionally, please outline in the proposal your understanding of the present-day needs of the children and their caregivers in and outside of Ukraine.

NOTE: Prior to the commencement of production on the Project, SW will provide onboarding for the selected production company on as-needed basis, to ensure training in SW Model and established production approach, with expectation of building on the existing strong storytelling, creative and technical production expertise of the selected production company.

Sesame Workshop will also provide:

- Project background, objectives, and messaging (included in this RFP)
- Virtual Curriculum Seminar Report
- Template for scripts and script guideline for each theme
- Template for Personal release forms
- SW – Caregiver Video Examples\*
  - [Example 1](#) - Empathy
  - [Example 2](#) - Positive Discipline
  - [Example 3](#) - Understanding your and your child's stress

\*The Caregiver Video Examples feature demonstration of tips through Muppet scenarios, which in this Project will be featuring Ukrainian families or animations, depending on selected proposal.

### Sesame Workshop Brand Attributes

Please consider Sesame Workshop’s brand attributes in your proposal’s development:

- Real:** A relevant and honest presentation of emotions that also respects the emotions of others.
- Heartfelt:** A welcoming environment where people care about one another and are encouraging, hopeful, and open.
- Simple:** Visuals and language that are uncomplicated, uncluttered, and direct.
- Furry:** Loveable, huggable characters that are central to any presentation.
- Funny:** Funny, silly, surprising situations, characters, language, and ideas that engage the audience.

### Summary of Educational Objectives

The Project’s 5 x 5-minute Caregiver Videos will each focus on a **single theme** from the Learning Objectives chart below, which is derived from SW IREX/DOS Evidence Review Workshop held in February 2023 and further refined following a Virtual Curriculum Seminar in Spring 2023.

| Pillar / Theme          | Learning objectives  |
|-------------------------|--|
| 1. Self-Care            | <ul style="list-style-type: none"><li>Caregivers understand the signs of stress in themselves and see them as normal reactions to an abnormal situation</li><li>Caregivers practice exercises that promote mindfulness and wellbeing</li><li>Caregivers use strategies to promote improved physical and mental wellbeing and seek social support</li></ul> |
| 2. Psychosocial Support | <ul style="list-style-type: none"><li>Caregivers understand the signs of stress in a child and see them as normal reactions to an abnormal situation</li><li>Caregivers learn strategies for responding to stress in a child</li></ul>   |
| 3. Early Learning       | <ul style="list-style-type: none"><li>Caregivers gain knowledge and skills for supporting their children’s learning at home through play</li><li>Caregivers recognize potential moments for learning through play</li></ul>  |
| 4. Social Cohesion      | <ul style="list-style-type: none"><li>Host community caregivers encourage children to demonstrate curiosity over bias towards newcomers</li><li>IDP caregivers are equipped with tools to help their children feel confident in the face of big changes</li></ul>  |
| 5. Wrap Up              | <ul style="list-style-type: none"><li>Caregivers have increased awareness of the risks associated with adverse experiences for young children and increased capacity to mitigate them</li><li>Caregivers gain knowledge of age-appropriate strategies for coping with big changes to share with their children</li></ul>                                   |

### Target Audience

- Parents, adult family members, and caregivers of children ages 3 to 8 living in Ukraine and those that are displaced in (IDPs) and outside of Ukraine.

## **APPLICATION AND SUBMISSION INFORMATION**

### **Submission Dates and Contact**

All Proposals in English are due via email by **July 31, 2023**.

Please submit your Proposal to: Estee Bardanashvili: [estee.bardanashvili@sesame.org](mailto:estee.bardanashvili@sesame.org)

|  |                          |
|--|--------------------------|
| RFP Distributed                          | <b>July 11, 2023</b>     |
| Intent to Submit Form due                | <b>July 17, 2023</b>     |
| Questions due to Sesame Workshop         | <b>July 21, 2023</b>     |
| Proposal due to Sesame Workshop          | <b>July 31, 2023</b>     |
| Acceptance of Proposal                   | <b>August 11, 2023</b>   |
| Final Delivery of the 5 Caregiver Videos | <b>December 20, 2023</b> |

### **Proposal Requirements**

Please provide the following items with your submission:

- Creative and technical proposal for Caregiver Videos
- Complete cost estimate / budget
- Proposed production schedule
- Samples of work
- References

### **Evaluation Criteria**

- Creative drive and quality of the proposal as it aligns with the project's objectives outlined in the Project Overview section of this document.
- Production capacity as well as range and depth of experience in children's and/or family programming
- Cost estimate of the proposed concept
- Financial stability of the organization (as evidenced by the number of years in business, third-party relationships, etc.)

Sesame Workshop intends to accept the proposal that offers the "best value" in terms of creative and technical requirements and expertise, such as quality of sample works, cost, and past performance.

Proposals may be accepted on the basis of initial offers received, without discussions. Each initial offer should contain the offeror's best terms from a price and technical standpoint.

## DISCLAIMERS AND TERMS OF THIS RFP

1. Sesame Workshop will not compensate offerors for preparation of their response to this RFCN. All expenses incurred in the preparation of the Proposal in response to this RFP is at your sole cost and responsibility.
2. Sesame Workshop will not be responsible to facilitate any Visa, access letter or local authority approvals for the Production Company, for implementation of any of the proposed tasks / activities.
3. This RFP does not guarantee a resulting contract and Sesame Workshop is under no obligation to offerors unless and until a written agreement is signed by Sesame Workshop and Offeror.
4. Sesame Workshop may withdraw or amend this RFP at any time.
5. This RFP may result in one or more contracts for parts of activities.
6. Sesame Workshop may request additional rounds of responses based on more detailed instructions or requirements.
7. Information provided by Sesame Workshop in connection with the RFP process, including this document, is confidential to Sesame Workshop. Proposals produced under this RFCN belong to Sesame Workshop. Any distribution of such Proposals must first have written authorization from Sesame Workshop.
8. Unforeseen changes in funding or the Project may result in rescission of an award prior to signing a contract.
9. Offerors are not entitled to any compensation or payment for any submission to Sesame Workshop or Sesame Workshop's use of such submission for any purpose. Offerors acknowledge that Sesame Workshop in good faith will have the sole discretion to determine whether any compensation is due to offerors for use of any submitted materials. Offerors recognize that any creative materials, concepts, ideas and techniques that are disclosed to Sesame Workshop may be similar or identical to, in whole or in part, to creative materials, concepts, ideas and techniques already developed, in development, or to be developed in the future by Sesame Workshop.
10. Offeror will retain a copy of its Proposal and hereby releases Sesame Workshop from any liability for loss of, or damage to the copy of the Proposal that is submitted to Sesame Workshop.
11. All intellectual property and related materials provided to offeror by Sesame Workshop shall remain the sole and exclusive property of Sesame Workshop and no license is granted to offeror other than as may be necessary for offeror to prepare and submit its Proposal hereunder. Offeror understands and agrees that Sesame Workshop is entitled to use any part of the Proposal which is not concrete or does not itself constitute protectable and/or copyrightable property without compensation to the offeror.
12. No work may be subcontracted out on this proposal, unless otherwise agreed to by Sesame Workshop.
13. Any contract to be entered into between Sesame Workshop and an offeror will be for work provided solely as work-made-for-hire, with ownership and all rights belonging to Sesame Workshop.
14. The cost estimate and proposed timeline and all other terms and conditions stated in your Proposal must remain valid for 180 days from the date of delivery of the Proposal to Sesame Workshop.



**FORM FOR INTENT TO SUBMIT**

Name of Submitting Entity: \_\_\_\_\_

Address: \_\_\_\_\_

Principal Contact: \_\_\_\_\_

Submitting Entity has received a Request for Proposal from Sesame Workshop regarding production for *Ukraine Response Project*. By signing below and submitting this form, Submitting Entity acknowledges that it intends to submit a proposal and that it agrees to all of the terms contained in the Request for Proposal.

\_\_\_\_\_  
Signature of Authorized Signatory for Submitting Entity