

Invitation To Bid: Provision of communication services for Bundibugyo Ebola Virus Disease Preparedness and Readiness awareness campaign

Client Address	Healthy People Rwanda KK 466 ST, Kigali, Rwanda, Tel: +250788752426 Email: programs@hprwanda.org www.hprwanda.org
Release date:	27 July 2026
Closing date:	29 July 2026; 5pm (Local time, Kigali)
Contact	For any questions or enquiries, please write to: finance@hprwanda.org For Quotationl Submissions: programs@hprwanda.org

1. About HPR

Healthy People Rwanda (HPR) is a registered Rwandan Non-governmental organization founded in 2013 by 11 students from the National University of Rwanda. Its first projects focused on empowering disadvantaged youth particularly street children. HPR's work evolved over the years to entail sexual and reproductive health, rights and justice, road safety, professional development programs, and health promotion.

HPR has adopted a needs-based approach throughout its project planning. As of now, HPR focuses on the implementation of projects towards the achievement of **sustainable development Goals 3, 5, 10, 11 and 13**. HPR empowers local and international volunteers, and its administrative staff with skills and knowledge through offering a life-changing experience of community service and multi-disciplinary partnerships.

2. Context and Background

Following the regional re-emergence of the Bundibugyo Ebola Virus Disease (BEVD) variant, Rwanda faces an ongoing risk of cross-border disease importation due to its high population density, active regional trade corridors, and frequent cross-border population movement along its western and northern borders. In response, Healthy People Rwanda (HPR) and the International Organization for Migration (IOM) Mission in Rwanda, in coordination with the Ministry of Health (MoH) and the Rwanda Biomedical Centre (RBC), are implementing a public awareness campaign to address the heightened public health risks associated with Ebola. The campaign

aims to de-escalate public anxiety, dismantle common myths regarding hemorrhagic fevers, address disease-related stigma, and clarify the exact steps for reporting community health alerts. The campaign targets the general Rwandan public.

3. Brief description of the required services

The Service Provider will be hired to produce high-quality audio-visual content that will be deployed to provide transparent, actionable information to the public, manage rumors, reduce disease-related stigma, and promote immediate healthcare-seeking behaviors at the first sign of symptoms as described below.

4. Terms of engagement

- This service will operate under a **framework agreement/call off basis** for a period of **two (2) months** that may be renewed based on the performance, need for their services and availability of funds.
- The final production **must be approved** by Healthy People Rwanda (HPR) and Rwanda Biomedical Centre (RBC)
- A **Purchase Order** shall always be issued prior to commitment based on the actual need during the term of engagement.

5. List and description of deliverables

- The deliverables listed below are indicative and are intended to guide the submission of bidders' rate cards. Bidders shall provide **unit rates** for these deliverables and are encouraged to include additional related products and services (including alternative formats, lengths, dimensions, or specifications) that may be requested under the call-off contract.
- The production timeframes indicated in the table are calculated **from the date the purchase order is issued**.
- HPR reserves the right to procure any of the listed or additional related services based on its specific requirements during the contract period.

#	Item	Description	Production timeframe for item (max)
1.	Scriptwriting	Writing scripts for Radio/TV spots, animated videos, social media videos, documentaries, interviews, and public service announcements in English and translation into Kinyarwanda, French, and Swahili. Script messages will be provided	2 days
2.	Translation and localization	Translation, cultural adaptation, proofreading, and quality assurance of communication	2 days

		materials into the required languages while preserving technical accuracy.	
3.	Voice-over Recording	Professional multilingual voice recording for radio, television, animations, videos, IVR systems, and public announcement systems.	2 days
4.	Radio Spots / Public Service Announcements (PSAs)	Production of short radio advertisements and educational spots of varying durations (e.g., 30 sec, 60 sec, 90 sec).	5 days
5.	Interview recording and editing	Filming and editing interviews with health experts, government officials, community leaders, frontline workers, survivors, or other stakeholders (5 – 15 minutes). All video productions shall include multilingual subtitles in the required project languages. Questions for interviews will be provided	10 days
6.	Television PSAs	Production of short television advertisements communicating prevention messages, symptoms, reporting procedures, and other risk communication content.	10 days
7.	Animated Explainer Videos (2D/3D)	Development of animated videos explaining disease transmission, symptoms, prevention measures, reporting pathways, and response activities using culturally appropriate visuals.	10 days
8.	Motion Graphics	Creation of animated infographics, kinetic typography, and motion graphics for social media, television, LED screens, and presentations.	10 days
9.	Infographics	Design of static visual information products simplifying epidemiological information, prevention measures, symptoms, and response procedures.	5 days
10.	Social Media Graphics	Development of platform-specific visual assets for Facebook, X, Instagram, LinkedIn, WhatsApp, and other digital platforms.	3 days
11.	Print Materials Layout	Design and production-ready artwork for brochures, flyers, fact sheets, and educational leaflets.	5 days

12.	Photography	Professional photography documenting field activities, health facilities, community engagement, training events, and communication campaigns.	Same day, 1 day after event latest
13.	Field Video Production	On-location filming including interviews, b-roll footage, and event coverage.	Same day, 1 day after event latest

6. Required timelines

Bidders should note that, due to the short project implementation timeline, the required turnaround time for many deliverables may be **shorter than standard industry timelines**.

Bidders are therefore expected to demonstrate the capacity to deliver high-quality outputs within accelerated timeframes.

7. Bidder Requirements

- Ensure production timelines are adhered to and items are produced to the highest quality on time.
- Ensure a suitably qualified production manager/director with at least 3 years of experience managing/directing similar as a point of contact available to oversee the project and to ensure the quality of items to the satisfaction of the customer.
- Ensure that all personnel assigned to the project, including, but not limited to, video editors, graphic designers, scriptwriters, and other creative specialists, are suitably qualified and have at least three (3) years of experience delivering work of a similar nature and complexity.
- Submit **at least three (3) samples** (files or links) of similar work previously completed for each relevant service category to demonstrate the bidder's experience and technical capability.
- Ensure the production team is available, as needed, to work closely with the HPR project team and the RBC production team to streamline the review process, facilitate timely feedback, and expedite approvals.
- Access to stock image/b-roll and video content including graphics and available library music.
- Backup of raw footage on cloud and hard disk drive for at least 1 year and archived in a logical and appropriate manner for easy retrieval.
- Able to develop and share story boards to visualize scenes as part of production.
- Share detailed CVs of all proposed team members proposed to work on this project. Including the project director and the crew.
- **Company Registration:** Business registration certificate issued by the Rwanda Development Board (RDB) or equivalent proof of incorporation for foreign firms.

- **RRA Tax Clearance Certificate:** Valid certificate issued by the Rwanda Revenue Authority proving no outstanding tax arrears.

8. Location of work

The services will primarily be performed at the service provider's premises. However, the service provider **may be required** to work closely with the HPR project team and RBC Production team, including through in-person collaboration at HPR or RBC offices to facilitate coordination, reviews, and timely delivery.

9. Financial submission requirements

- Bidders shall submit a detailed financial quotation/rate card indicating the unit costs and total estimated costs for the delivery of the proposed services.
- All quotation must clearly indicate delivery timeline.
- All costs must include and indicate all applicable taxes.
- All costs should be quoted in Rwandan Francs currency.

Notes:

1. Late submissions will be automatically disqualified
2. The submitted quotation/rate card shall remain valid for the entire duration of the agreement period. Bidders shall clearly indicate any assumptions or conditions related to the validity of their proposed rates.

10. Submission Process

Signed soft copies of the detailed quotation/rate card shall be submitted by email to: programs@hprwanda.org, by Wednesday 29th July 2026 at 5 pm Kigali Time. The email subject line should read: **“Provision of communication services for BEVD campaign”**

Done at Kigali, July 27, 2026



Dr Dieudonne Rutagumba

Operations Manager