



## Request for Proposals

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Gender Equality Public Service Announcement Video Production and Photography Stills:  
Promoting Inuit Community's Cultural and Gender Equality Practices.

*National Conversations on Gender Equality with Young Canadians Project*

Issuing Office:

Pauktuutit Inuit Women of Canada  
510 – 1 Nicholas St.  
Ottawa, ON K1N 7B7  
T: 613-238-3977  
F: 613-238-1787  
[www.pauktuutit.ca](http://www.pauktuutit.ca)

Deadline for submissions: April 8<sup>th</sup>, 2022

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## **Statement of Work**

### **Title**

Gender Equality Public Service Announcement Video Production and Photography Stills:  
*Promoting Inuit Community's Cultural and Gender Equality Practices.*

### **Introduction**

Pauktuutit Inuit Women of Canada (Pauktuutit) fosters greater awareness of the needs of Inuit women, advocates for equality and social improvements, and encourages their participation in the community, regional and national life of Canada. Pauktuutit leads and supports Inuit women in Canada in policy development and community projects in all areas of interest to them for the social, cultural, political, and economic betterment of the women, their families, and communities. Violence and abuse prevention has been among Pauktuutit's top three priorities since 1984. Pauktuutit is committed to creating safe homes, schools and communities that support Inuit children, youth, and their families – and continues to advocate for the well-being, safety, and equal access to healthcare and education of all Inuit across Canada.

### **Background**

The Department for Women and Gender Equality (WAGE) is working on an initiative called: *National Conversations on Gender Equality with Young Canadians*. The intent is to expand and amplify youth-led dialogue about behaviors and attitudes that perpetuate gender inequality and support action for long-term change. The initiative has two streams: A national stream co-created with a diverse group of youth; and an Indigenous stream co-created between Indigenous youth and Indigenous organizations. The two streams are brought together to exchange ideas, challenges and best practices related to co-development and youth engagement. The sharing between streams intends to support reconciliation amongst youth participants in addition to ensuring the conversations in both streams are grounded in an intersectional approach to gender. To spearhead the initiative, youth across Canada have formed the Youth Working Group on Gender Equality (YWG), including a representative from Pauktuutit.

As part of the initiative five Indigenous organizations, including Pauktuutit, received funding to work with young Indigenous people across Canada and engage them in gender equality.

### **Goals of the Project**

In Phase 1, Pauktuutit has engaged with Inuit youth through the National Inuit Youth Council (NIYC) toward co-developing a national dialogue and action plan on gender equality in support of inclusiveness and acceptance of shifting gender norms. The surveys gathered in Phase 1 highlighted the gaps in present services and what is lacking when it comes to gender equality in communities across Inuit Nunangat (IN) Regions. Pauktuutit co-developed with youth, the National Inuit Youth Council and the project Advisory Committee, public service announcement, gender equality content, and project branding.

Phase 2 will see the development of a public service announcement video through which we hope Inuit youth in Canada may understand the intersectionality and cross-cutting issues of gender analysis, and identify and respond to negative gender norms, values, gender equality issues, and stereotypes in their community.

### **Planned Results:**

- Inuit youth have opportunities to increase their leadership capacity and ability to advocate for gender equality in their communities.
- Inuit youth have increased their understanding of gender equality issues.
- Inuit youth have the skills, knowledge, and confidence to identify and counteract messaging and attitudes that detract from gender equality.
- Inuit youth engage in an ongoing dialogue about gender equality; and
- Support a meaningful shift in gender relations that promote gender equality.

### **Scope**

This RFP is for the development, production, recording, and editing of one public service announcement, video with Inuit community members from Pangnirtung, Nunavut, and Nain, Nunatsiavut. Script and layout for the public service announcement have been developed through

the survey findings and will be provided as a final product for filming. An example of approved advertisement will be provided as a point of reference to guide this work.

It is important for applicants to show an understanding of Inuit culture and the socio-economic realities in Inuit Nunangat. Applicants must also have experience working with Inuit communities, actors, and organizations, possess effective communication skills and have the proven expertise to produce culturally relevant work.

### **Activities**

- Support with coordination, casting calls for public service announcement, and filming in the identified communities.
- Shoot, edit, and produce one innovative and culturally appropriate public service announcement, video, developed based on approved content.
- Shoot and produce 15 culturally appropriate photographic still from identified communities
- Participate in project meetings via video and teleconferences as appropriate.
- Provide regular progress updates, analytics, evaluation, and recommendations as required and on a weekly basis.
- Submit all final project documents, raw footage, imagery, etc. upon completion of the contract.

### **Specifications**

The proposals shall be assessed according to the following criteria:

1. Cost breakdown
2. Ability to demonstrate empathy and sensitivity towards the subject matter
3. Consideration of the reality of the North /experience in the north
4. Cultural safety and competency
5. Project milestone and deliverable schedule
6. Feasibility
7. Pertinence
8. Proposed approach and methodology to deliver the scope of work.
9. A work plan with anticipated project milestone deliverables

10. Identify the project team and justification for traveling for each member.

### **Timeline**

The duration of the contract will be from May 9<sup>th</sup>, 2022- August 5<sup>th</sup>, 2022

- bids accepted until April 8<sup>th</sup>, 2022
- contract begins May 9<sup>th</sup>, 2022
- completion of deliverables as outlined in contract by August 5<sup>th</sup>, 2022
- contract ends August 5<sup>th</sup>, 2022

### **Pauktuutit's Roles and Responsibilities**

The primary contact at Pauktuutit for this project is Nadia Noor, Department Manager of Violence and Abuse Prevention, Justice, ([nnoor@pauktuutit.ca](mailto:nnoor@pauktuutit.ca)). Pauktuutit commits to provide the information and materials necessary to complete the work and will respond to requests for information in a timely fashion.

Pauktuutit will provide a decision within three business days.

### **Confidentiality, Privacy and Copyright**

The successful applicant shall not disclose to any party any confidential information gained or resulting from activities undertaken under this project, nor shall the applicant disclose any information concerning Pauktuutit or their affairs where such information is obtained through this Project.

Pauktuutit and the successful applicant will agree to publicly and mutually acknowledge and accord appropriate credit for each other's contribution in this project, including any products developed and disseminated as a result. Both parties will come to an agreement on how credit is attributed, depending on the nature and degree of each organization's contribution.

It is understood that Pauktuutit retains ownership of any and all materials and intellectual property created, designed, or produced as a result of activities undertaken by the successful applicant when awarded this project.

It is understood that the successful applicant will generate original work for this project.

### **Proposal Instructions**

- Applicants must submit their company name, and confirm their incorporation, references, and/or portfolio.
- Submit by email to [mnoor@pauktuutit.ca](mailto:mnoor@pauktuutit.ca).
- Word format or PDF.
- Estimates/budgets must remain firm until April 8<sup>th</sup>, 2022.
- No payment will be made for costs incurred in the preparation and submission of a proposal in response to this RFP.
- No costs incurred before receipt of a signed contract can be charged to the proposed contract.
- Travel that may be required will be separate from this scope of work budget and will be paid for by Pauktuutit; and,
- Pauktuutit reserves the right not to award a contract as a result of this RFP.

### **Budget**

The proposal must:

- Include a detailed budget not to exceed \$65,000 + HST, and that demonstrates that the objectives and deliverables for the project can be met.
- Indicate the billing rate.
- List any other expenses that might be applicable, and
- Total bid MUST include 13% HST tax.

### **Rights of the Organization**

Pauktuutit reserves the right to:

- Enter into negotiations with one or more bidders on any or all aspects of this proposal.
- Accept any proposal in whole or in part.
- Cancel and/or re-issue this requirement at any time.
- Award one or more contracts.

- Verify any or all information provided by the bidder with respect to this requirement.

**Contact Information**

Please direct the application to:

Nadia Noor, Pauktuutit Inuit Women of Canada  
520 – 1 Nicholas St. Ottawa, ON K1N 7B7  
[nnoor@pauktuutit.ca](mailto:nnoor@pauktuutit.ca)  
613-238-3977