

**SG ENABLE LIMITED**

**INVITATION TO QUOTE (ITQ)  
FOR  
VIDEO PRODUCTION ON ACCESSIBILITY ACCOMMODATIONS FOR  
INCLUSIVE HIRING**

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**31 March 2021**

**SG ENABLE LIMITED  
20 Lengkok Bahru, #02-06  
Singapore 159053**



## **Section 2 – ITQ Specifications**

### **1 INTRODUCTION**

- 1.1 SG Enable Ltd (SGE) is issuing this Invitation to Quote (ITQ) to appoint a Vendor to produce videos (known as “Playbook”) to guide employers on providing accessibility accommodation for the hiring of persons with disabilities.

### **2 BACKGROUND**

#### **2.1 About SG Enable**

- 2.1.1 Set up by the Ministry of Social and Family Development in July 2013, SG Enable is the focal agency for the disability sector in Singapore, dedicated to enabling persons with disabilities and building an inclusive society. It seeks to empower persons with disabilities and their caregivers with timely access to information, referral services and grants; enhance training and employment for them; and engage the community to integrate them as integral members of society. It also manages the Enabling Village. SG Enable is a registered charity and an Institution of Public Character.

- 2.1.2 For more information on SGE, please refer to the following:

- Corporate website: [www.sgenable.sg](http://www.sgenable.sg)
- Disability Employment website: [employment.sgenable.sg/](http://employment.sgenable.sg/)
- Facebook page: [www.facebook.com/sgenable](http://www.facebook.com/sgenable)
- LinkedIn page: [www.linkedin.com/company/sg-enable-ltd](http://www.linkedin.com/company/sg-enable-ltd)

#### **2.2 About the Playbook**

SGE will be sharing the Playbook with prospective and current employers who are looking to hire persons with disabilities for PMET positions primarily in office and work settings. The Playbook will take the form of an educational guide to provide bite-sized instructions for employers on the provision of accessibility accommodations in each stage of the hiring process (e.g. creating job descriptions, conducting interviews and recruitment and staff induction). There are two broad types of accessibility accommodations, namely physical accessibility and e-accessibility. Examples of physical accessibility accommodations include availability of ramps for wheelchair users and leveled pathways with tactile ground indicators to guide persons with visual impairments. Examples of e-accessibility accommodations include having captions on videos for persons with deafness or hard-of-hearing and provide clear and simple instructions when training employees with autism or intellectual disabilities.

- 2.2.1 Other than information on accessibility, the Playbook will also include tips on communication and interaction with persons with disabilities, suitable assistive technology devices (“AT”) for use in the workplace.

### **3 SCOPE OF SERVICE**

- 3.1 The Vendor is required to produce five (5) videos which will detail the accessibility accommodations, communication tips and suitable AT for each disability type at each stage

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of the hiring process. There are five (5) types of disabilities, namely, 1) blind/low vision, 2) Deaf/hard of hearing, 3) physical disability, 4) autism and 5) intellectual disability.

3.2 The target audience for the videos include but are not limited to hiring managers, team members of hiring units and human resources staff. The videos will be published on SGE's disability employment website, video channel and digital marketing platforms – including but not limited to social media and email – and shared with prospective employers during employer engagement.

3.3 SGE will provide the appointed Vendor with a comprehensive set of information on accessibility accommodations, communication tips, suitable AT for work.

3.4 Based on 3.3, the Vendor shall propose and conceptualise the video style and content for the purpose of this Playbook and its intended audience, and execute the production of the Playbook.

**3.5 Specifications of Requirements**

3.5.1 The appointed Vendor shall be required to render pre-production (i.e. conceptualising, storyboarding, and/or scripting), production (i.e. developing/directing and filming), and post-production (i.e. editing, captioning) services. The final deliverable from the Vendor would be **five (5) videos with a duration of approximately three (3) minutes per video.**

3.5.2 The Vendor shall provide styling and makeup (including hairstyling) to the persons with disabilities/talents who may be involved in the video production, if there is real-life filming.

3.5.3 The videos should be engaging, simple to understand and encourage employers on the provision of accessibility accommodations in each stage of the hiring process, while ensuring that the visuals are aligned with SGE's corporate brand identity.

3.5.4 Soundtrack production for the videos shall be provided by the Vendor. This includes the voiceover narration (if any), mixing, copyrighted music, and other related services.

3.5.5 The Vendor shall provide for any visual effects as required (e.g. text or graphic layover/captioning, infographics, motion graphic, animation).

3.5.6 The Vendor shall make provisions for up to five (5) rounds of changes/edits for pre-production (i.e. conceptualising, storyboarding, and scripting) and up to five (5) rounds of changes/edits for the videos.

3.5.7 For the avoidance of doubt, the Vendor shall be required to provide the professional videography crew, the necessary professional equipment for videography, remuneration for persons with disabilities/talents and help with the necessary liaison with the persons with disabilities/talents to carry out and deliver this scope of work.

3.5.8 The Vendor shall also be required to propose how the content can be narrated meaningfully to the employers and at the same time made easy to understand.

3.5.9 The Vendor shall also be required to join the project team from SGE for site reces, engagement sessions with persons with disabilities, and actual filming. The Vendor may suggest site reces, more sessions for filming, or a longer filming duration per session.

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3.5.10 In light of COVID-19, the Vendor should also adhere to the safety measures put in place to safeguard the wellbeing of persons with disabilities/talents and SGE staff involved in the production should it be required.

### 3.6 Delivery of final products

3.6.1 The Vendor is required to deliver the videos that are satisfactory to SGE, with provisions for online transfer.

3.6.2 The Vendor shall ensure that the videos should be accessible on desktops, laptops, and mobile phones for persons with disabilities and users of assistive technologies (e.g. screen readers)<sup>1</sup>. This means that persons with disabilities, especially those with sensory disabilities (e.g. persons who are blind, deaf/hard-of-hearing, or deaf-blind), should be able to access and understand the video content just as well as persons without disabilities. Some features of accessible videos include, but is not limited to, open or closed captions, descriptive transcripts detailing the visual and audio elements in the video, sufficient colour contrast, and large font size for text-based elements in the video (e.g. text-based motion graphics).

3.6.3 The Vendor shall deliver the videos in various formats (e.g., DVD, MP4, etc.) that are suitable for the platforms where the videos will be screened or shared.

3.6.4 The video formats should be suitable for easy storage, editing, reproduction, and presentation. Working files should be provided for SGE upon completion of project.

3.6.5 SG Enable retains all copyrights to the final deliverables of the Playbook, including all forms of audio-visual materials and images used.

### 3.7 Timelines

3.7.1 Interested Vendors/parties (“Proposers”) are to note the following timelines:

Month	Item	Remarks (if any)
Mid to End-Apr	<ul style="list-style-type: none"><li>▪ Appointment of Vendor</li><li>▪ First meeting with SGE</li></ul>	<ul style="list-style-type: none"><li>▪ First meeting with SGE should be held within three (3) working days from the date of appointment</li></ul>
Mid-May to Early-Jun	<ul style="list-style-type: none"><li>▪ Edits/changes to video concept and storyboard</li><li>▪ Finalise video concept and storyboard</li><li>▪ Filming begins</li><li>▪ Video production</li></ul>	<ul style="list-style-type: none"><li>▪ Up to five (5) rounds of changes for the video concept (Para 3.5.6)</li></ul>
Jun to Mid-Jul	<ul style="list-style-type: none"><li>▪ Edits/changes to videos</li><li>▪ Finalise videos</li><li>▪ Delivery of video to SGE</li></ul>	<ul style="list-style-type: none"><li>▪ Up to five (5) rounds of changes for the videos (Para 3.5.6)</li></ul>

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<sup>1</sup> For more information, please visit this [webpage introducing media accessibility requirements by the World Wide Web Consortium \(W3C\)](#).

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- 3.7.2 Proposers are required to attend a virtual briefing by SGE on **7 April 2021, 1.30-2.30pm**, before submitting their quotes. Proposers who fail to attend the briefing will be automatically disqualified. More details about the virtual briefing will be provided to interested proposers closer to date.
- 3.7.3 The appointed Vendor shall provide the first version of the video concept and/or storyboard (not including the concept/storyboard submitted for this ITQ) **within fourteen (14) calendar days** from the first meeting with SGE.
- 3.7.4 The appointed Vendor shall provide the first version of the video **within fourteen (14) calendar days** from the end of filming.

#### **4 QUOTATION OF COST**

- 4.1 Proposers shall provide the breakdown of the cost quotation for each of the items according to the table set out in **Appendix B**.
- 4.2 Proposers are welcomed to suggest additional items. Please quote these as optional items.
- 4.3 Proposers are to clearly indicate optional and non-optional items, according to the table in **Appendix B**, including cost for optional items not requested in the specifications but additional value-added work that is in line with the objectives of the video.
- 4.4 The payment term is **100% payment upon completion** of the project and delivery of items.

#### **5 EVALUATION**

- 5.1 Proposers will be evaluated using the following criteria:

<b>S/N</b>	<b>Evaluation Criteria</b>	<b>Weightage</b>
1	<b>Price Competitiveness</b>	40%
2	<b>Track Record</b> (e.g. past projects, past videos, team experience)	20%
3	<b>Strength of Proposal</b> (e.g. creativity of at least two (2) proposed concepts/storyboard, whether proposed concepts/storyboard meets objectives in Paragraph 3.1., comprehensiveness of proposal, ability to deliver all requirements)	40%

#### **6 TERMINATION**

- 6.1 SGE reserves the right to reject payment for service and products if they are deemed unsatisfactory or not in accordance to the specifications laid out and agreed upon through this award.

#### **7 MODE OF SUBMISSION**

- 7.1 When submitting the Proposal, please use the ITQ Checklist found in Section 1 to ensure completeness of the submitted proposal.

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- 7.2 A complete submission (“Proposal”) includes a Project Proposal, Draft Implementation Plan, Company Track Record, and Breakdown of Costs. The Proposer may also include other information or documents to support the Proposal submission.
- **Project Proposal.** Proposers shall include a brief, preliminary concept/storyboard of the proposed videos, the proposed manpower allocation, details of the project team and the contact person for SGE throughout the duration of the project, and other details relevant to the completion of the project. Proposers should also include a signed copy of Section 1 – ITQ Checklist (p.2).
  - **Draft Implementation Plan.** Proposers shall include a draft implementation plan, which shows the project time schedule and/or the sequence of events necessary for the delivering the final product (i.e. the video).
  - **Company Track Record.** Proposers shall include the company profile (e.g. ACRA profile), examples of past projects (including similar past projects in the social sector, if any), CV/portfolio of the project team, and testimonials from previous clients/customers.
  - **Breakdown of Cost.** According to the table set out in Appendix B.
- 7.3 One (1) softcopy (via email) of the Proposal should reach SGE no later than **14 April 2021, 5pm**. The subject title for the email must be clearly marked as “ITQ for Video Production on Accessibility Accommodations for Inclusive Hiring by <insert company name>”, and emailed to: [Josephine.Gan@sgenable.sg](mailto:Josephine.Gan@sgenable.sg) and [Jesmin.Tan@sgenable.sg](mailto:Jesmin.Tan@sgenable.sg).
- Kindly adhere to the maximum file size of 25MB to reduce risk of non-delivery.
- 7.4 Enquiries regarding this ITQ should be emailed to: [Josephine.Gan@sgenable.sg](mailto:Josephine.Gan@sgenable.sg) and [Jesmin.Tan@sgenable.sg](mailto:Jesmin.Tan@sgenable.sg). Please note that enquiries sent after **9 April 2021, 12 noon** will not be entertained.

**APPENDIX A – IMPORTANT NOTICES**

Agencies submitting Proposals in response to the Invitation to Quote (“Proposer”) are deemed to have read and understood the following provisions:

**1. Interpretation**

1.1. The Following words and expressions shall have the meanings hereby assigned to them except where the context otherwise requires:

“Contract” means any resultant contract between SG Enable and the successful Proposer.

“Vendor” refers to the company that is eventually awarded the contract through the ITQ exercise

“Contract price” means the total amount payable to the Vendor for the performance of the services under this contract, excluding GST. Proposers should state their Contract Price clearly in the proposal.

“Proposal” means any and all documents and information submitted by the agencies in response to the Invitation to Quote

“Proposers” refer to companies who are submitting a quotation for the ITQ exercise to provide “Video Production on Accessibility Accommodations for Inclusive Hiring”.

“SGE” means SG Enable Limited with its principal office at 20 Lengkok Bahru Singapore 159053.

1.2. Words importing the singular shall also include the plural and vice versa where the context requires.

**2. Disclaimers**

2.1. This Invitation to Quote (ITQ) is an invitation to treat and is not intended to create or impose any binding legal obligations whatsoever on SGE, whether express or implied and whether contractual or otherwise.

2.2. Nothing in this ITQ shall constitute a contract between SGE and any Vendor. Any Vendor selected pursuant to this ITQ for participation in the project shall be required to enter into a legally binding agreement with SGE, the terms and conditions of which shall be agreed between the parties at a later date.

2.3. All submissions of Proposals, clarifications, discussions and presentations relating to this ITQ are made entirely at the risk of the Vendor. SGE is not liable for any loss by any Vendor.

2.4. SGE does not make any representation or warranty, whether express or implied, or accept any liability for the completeness, relevancy, accuracy and/or adequacy of the information provided by SGE in relation to this ITQ.

2.5. SGE does not make any representation of fact or promise to the future in respect of any project contemplated by SGE relating to this ITQ.



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- 2.6. SGE accepts no liability or obligation in relation to any Proposal submitted pursuant to this ITQ and/or any subsequent clarifications, discussions or presentations thereon, whether requested by SGE or otherwise. The Participant shall bear all costs and expenses associated with the preparation and submission of its Proposal, and any subsequent clarifications, discussions or presentations thereon. SGE will, under no circumstances, be responsible for reimbursing any costs incurred by the Participant during the process, regardless of the conduct or outcome of the evaluation and selection process.
- 2.7. SGE shall have the absolute discretion to accept or reject any Proposal, whether in whole or in part, without giving any reason whatsoever. The receipt by SGE of any Proposal pursuant to this ITQ shall under no circumstances impose any form of obligation or amount to an acceptance of or an agreement to abide by any terms or conditions stated therein or elsewhere on the part of SGE.
- 2.8. SGE shall have the absolute discretion, at any time, to terminate this ITQ or to change the nature, scope, procedures or timelines for the ITQ, including the proposal selection process and criteria. Under no circumstance shall SGE incur any liability in respect of such termination or changes.
- 2.9. SGE shall not owe any liability to any party for any loss or damage whatsoever (including loss of profit, savings, business contracts, or revenues, and all other forms of actual, direct, special, incidental, or consequential loss or damage) arising from or related to any response to this ITQ, including but not limited to the submission of Proposals.

**3. Ownership of Documents and Intellectual Property (IP)**

- 3.1. All proposals and other documents or materials submitted to SGE pursuant to this ITQ shall become the property of SGE. Notwithstanding the foregoing and without prejudice to any subsequent agreement with SGE to the contrary, any background IP contained in any Proposal and/or such other document submitted to SGE shall not be transferred to SGE.
- 3.2. For the avoidance of doubt, all IP in any documents issued by SGE pursuant to this ITQ shall remain vested in SGE. SGE is not liable in the event that there are similar ideas or concepts from submitted proposals.

**4. Confidentiality of information**

- 4.1. SGE may require any party receiving confidential information from SGE in relation to or arising from this ITQ to sign a written non-disclosure agreement setting out such party's confidentiality obligations in relation to such confidential information.
- 4.2. SGE accepts no liability or obligation in relation to any confidential information disclosed to SGE by a Vendor pursuant to this ITQ unless otherwise agreed by SGE in a written non-disclosure agreement setting out SGE's confidentiality obligations in relation to such confidential information.

**5. SGE's Right to Seek Recovery**

- 5.1. Nothing herein shall prejudice or limit SGE's right to seek recovery from the Vendor for any loss, damage, costs, expenses, or liability incurred by SGE and/or its officers, directors and employees, directly or indirectly arising out of or relating to the submission of the Proposal by the Participant and SGE's retention and use thereof, including but not limited to any claim that the Proposal infringes any third party's IP right.

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**APPENDIX B – BREAKDOWN OF COSTS**

S/N	Cost Item	Price (SGD)
<b>1</b>	<b>PRE-PRODUCTION</b>	
1(a)	Conceptualising, storyboarding, scripting (up to five rounds of changes)	
<b>2</b>	<b>PRODUCTION</b>	
2(a)	Video filming and production	
2(b)	Professional videography crew and equipment	
<b>3</b>	<b>POST-PRODUCTION</b>	
3(a)	Video editing (up to five rounds of changes)	
<b>4</b>	<b>OPTIONAL ITEMS</b>	
4(a)	Make-up and styling services for persons with disabilities/talents	
4(b)	Voiceover Narration	
4(c)	Remuneration of Talents	
	<b>TOTAL AMOUNT:</b>	
	<b>GOODS &amp; SERVICES TAX (GST) @ 7%:</b>	
	<b>TOTAL AMOUNT (WITH GST):</b>	