

***Horizon II
Request for Proposal
Feb 8, 2024***



Introduction

Document Purpose

The purpose of this Request for Proposal (RFP) is to solicit vendor information, qualifications, approach, and cost for Roeslein Alternative Energy to evaluate potential vendors to become partners for the Horizon II Partnerships for Climate Smart Commodities Grant.

This document includes a profile of the business need, scope, and response guidelines.

Document Intent and Disclaimer

This RFP is made with the intent to identify a firm (the “Contractor”) to deliver results as described in the subsequent sections. RAE will rely on the contractor’s representations to be truthful and as described.

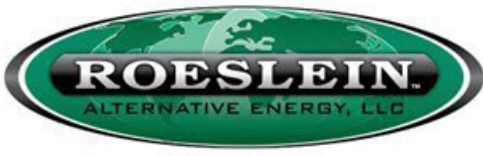
This RFP is not an offer to contract. RAE assumes no responsibility for Vendors’ cost to respond to this RFP. RAE has no obligation to buy or issue solicitation to any contractor because of this RFP. All responses become the property of RAE.

If RAE amends the RFP, copies of such amendments will be sent to all firms selected for this RFP.

RAE Overview

Roeslein Alternative Energy (RAE) was founded in 2012 as an operator and developer of renewable energy production facilities that convert agricultural and industrial wastes, along with renewable biomass feedstocks, into renewable natural gas and sustainable co-products.

RAE engages in these business operations with a focus on sustainability and environmental improvement. Rudi Roeslein’s vision is to restore 30 million acres of grasslands on marginal lands throughout the Midwest in 30 years. Beyond that, we hope to use this as a model to restore hundreds of millions of acres of grasslands around the globe.



A rapidly growing population is causing an incredible amount of stress on our landscapes. At Roeslein Alternative Energy, we have a market-based solution to the competing demands of the need for both sustainable agriculture and renewable energy.

When land not naturally suited for agriculture is used to raise corn or soybeans; erosion, soil degradation, and water problems emerge. Ironically, the quest for additional energy often finds prime agricultural acres raising crops for fuel, rather than food. But, there is an alternative that restores balance. It creates a new sustainable energy industry, manages livestock and land resources, while delivering healthier soil, cleaner water, and healthier wildlife habitat.

The solution is anaerobic digestion, which naturally breaks down organic matter in an oxygen-free environment. A byproduct is methane-rich biogas which can be converted to renewable natural gas. The remaining solids can be used as natural fertilizer and the water for irrigation.

Roeslein Alternative Energy works to preserve our lands for the future and to show individual landowners and society as a whole we can collaboratively discover and implement alternative agriculture and energy solutions.

Project Context

A partnership of 13 public and private entities led by [Roeslein Alternative Energy](#) (RAE) finalized an \$80 million grant from the federal government's first pool of funds from the U.S.D.A's [Partnerships for Climate-Smart Commodities](#) program. The funding will be used in a five-year pilot project in Iowa and Missouri called 'Horizon II' to demonstrate a "Climate-Smart Future for Corn, Soybean, Livestock, and Renewable Natural Gas Production."

The Horizon II project will enhance climate-smart markets, reduce greenhouse gas emissions, and improve carbon sequestration in the production of corn, soybean, pork, and beef commodities. Horizon II will also create new opportunities for small and underserved producers while benefiting soil health, clean water, flood control, and habitats for native wildlife.



RAE seeks a film production company who also has the experience filming documentary style film in the outdoors and conservation genre. The ideal vendor would have a deep portfolio in the outdoor genre, be able to film in most conditions, and have a network of conservation professionals to call upon for interviews and episode content.

Scope of Services

Filming & Media Production

The contractor will interface with the Communications and Marketing team to collaborate on the video series "Prairie Prophets" - a 13 episode per season web series for a total of 5 seasons, 65 episodes. At minimum, a 13-episode series will be released each year throughout the 5-year period of the grant. These staff also interface with partners of the grant and our many employees to tell the story of Horizon II, our Climate Smart Commodities project.

The contractor should describe and certify that their approach and tools will maintain compliance with producer data protection and disclosure requirements, as well as Section 1619 compliance (see USDA general award terms and conditions)

The contractor will describe the measures taken to deliver outreach and education to farmers and landowners about Horizon II climate smart practices. The target demographic is those who own or control lands best suited for Horizon II initiatives that reduce GHG, improve soil carbon storage, provide clean water, clean air, and healthy habitats for wildlife. Prairie Prophets Web Series consists of 13 scripted videos annually in episodic format produced to convey the climate-smart agriculture practices developed and used in the fulfillment of the Horizon II grant.



Public Outreach and Education

Public Outreach and Education

The contractor will also provide services to help develop partnerships with media outlets for public outreach and education. The contractor will provide a deliverable that is in the correct format for television and streaming services and will help facilitate the solicitation of that deliverable as needed. The contractor should describe how their chosen protocol will meet the requirements of USDA Climate Smart Commodities Program, and how it is best in class. The contractor should outline their experience with conservation and agriculture media, provide a detailed list of equipment they will use to shoot in outdoor conditions and voiceover narration during the editing process, present a plan for storage of content over the course of Horizon II Climate Smart Commodities Grant, detail programs used to edit post-production content, and assist in securing interviews with knowledgeable and relevant sources in the renewable energy and agricultural market.

Contractor staff will visit fields to document and film management practices and key moments, such as seeding, controlled burns, harvesting, and events specific to the Horizon II, Climate Smart Commodities Grant. The field visits occur in the fall or spring of each year when conservation practices such as cover crops and no-till are visible. Events are scheduled throughout the year and are sometimes with little notice.

The project areas will be in Iowa and Missouri, located near existing RAE facilities but travel to other locations will be required as needed. Travel, lodging and meal cost will not be provided by the grant.



RAE will evaluate proposals across these dimensions:

- Adherence to RFP instructions
- Company Information, team & experience
 - Contractor reputation
 - Contractor capability and capacity
 - Specific experience related to scope
 - Conservation Resources
- Project understanding
- Space and equipment for voice over work
- Continue same look and feel as Season 1 of Prairie Prophets. Color, sound and show structure must remain on brand and consistent with first season. Season 1 can be found at **www.prairieprophets.com**
- Regionally located near Roeslein and familiar with Rural economy
- Approach and deliverables
- Timeline for implementation
- Cost

Response Guidelines and Instructions

Proposal and Information Requested

RAE request proposals include the following information. Please add additional information as needed to provide a more comprehensive introduction and context. Value will be placed on brevity.

- Proposed solution to meet overall project objectives and scope.
- Section I: Introduction and background on your firm.

Section II: Approach

Section III: Team

- Resource / staffing model



- Team qualifications including experience of the project leader and key team members.
- Examples of film work completed for other clients that you feel most relates to this project/scope of work
- Equipment lists including cameras, audio equipment, lighting etc. that would meet the requirements of outdoor filming and format for media distribution.

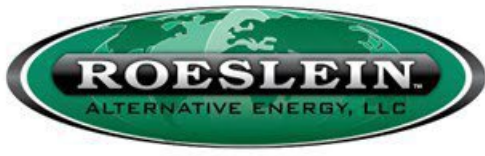
Section IV: Reference Accounts with Appropriate Contact Information

- Provide contact information, including name, organization phone number, and email for references for projects preferably of a similar scope. For each reference, provide a summary of the nature of the work and the outcomes of the engagement.

Section V: Operational Information:

- 5-year budget breakdown by year and activity / task
- Assumptions
- Timeline

Section VI: Additional Supporting Detail as Needed



Timeline

The evaluation and selection process will adhere as closely as possible to the following schedule.

RAE may modify this schedule at its sole discretion:

Response Delivery and Contact

Please deliver an electronic copy of your RFP response by email no later than the date shown in the table

Jeff Blumer | Content Manager

Roeslein Alternative Energy | jblumer@roesleinae.com

Additional materials such as case studies, brochures, or other collateral referenced in your proposal can be emailed to the same contact. RAE will not accept printed materials.



EVENT	TIMEFRAME
Request for Proposal sent to vendors	Feb 14, 2024
Time period for vendor questions regarding RFP	Feb 14 – Feb 21, 2024
Vendors submit RFP responses	12pm CT on Feb 28, 2024
RAE evaluates proposals and seeks responses to follow up questions	Feb 28 - Mar, 1 2024

Vendor selected	12pm CT on March 4, 2024*
Vendor onboarded and work begins	Mar 4, 2024*

*Tentative date. Subject to change.

Attachments:

-RAE Award Document (includes award info, project narrative, data book, milestones, and terms and conditions, detailed budgets removed)

-project area shapefile