



Request for Proposal

Digital Commercial Resource Library Video Development

April 9th, 2026

Event	Time	Date
RFP issue date	5:00 PM EST	April 9th, 2026
Deadline for bidders to submit questions about this RFP	5:00 PM EST	April 24th, 2026
Proposal deadline	5:00 PM EST	May 10th, 2026
Anticipated contract begin date	N/A	June 1st, 2026
Anticipated contract close date	N/A	November 1st, 2026

✓ Organizational Overview

The Michigan Recycling Coalition (MRC) fosters sustainability by leading, educating, and mobilizing business, government, nonprofit, and individuals to advance their own and collective resource use and recovery initiatives in Michigan. Through a Recycling Education & Outreach grant awarded to the MRC by the Region 5 U.S. Environmental Protection Agency, the MRC will work to level up education and outreach around sustainable materials management in Michigan, empowering a variety of audiences with tools they need to enhance recycling education to grow informed programming and participation in local services.

✓ Proposal Delivery Instructions and Contact Information

Proposals should be addressed to Katie Fournier and be delivered via email to kfournier@michiganrecycles.org or visit <https://michiganrecycles.org/work-with-us/>

✓ Project Goals

The Michigan Recycling Coalition is looking to develop a digitally-accessible resource library tailored to Michigan's commercial sector. This library will feature general and sector-specific information that commercial entities across the state can utilize when developing recycling programs and making materials management decisions. It will include resources, tools, and

materials designed to encourage businesses to engage in recycling best practices and take next steps to increase recycling and resource recovery efforts.

To support this effort, the MRC is seeking a contractor to develop a suite of short-form educational videos that complement and enhance the digital library’s offerings. These videos will serve as engaging, easy-to-understand resources tailored to the commercial audience and designed for use on an online platform. The selected contractor will work closely with MRC, and the project’s content design contractor, GT Environmental, to capture and shape video content, provide direction, and plan and produce videos, ensuring all final products play an informative role in equipping Michigan businesses with practical, actionable knowledge to improve recycling outcomes across the state.

✓ Target Audience

This library would be available to and created for the commercial sector in Michigan. This would primarily include:

1. Retail Trade (Includes Grocery Stores)
2. Other Services (except Public Administration)
3. Health Care & Social Assistance
4. Accommodation and Food Services (AKA Restaurants & Food Service)
5. Manufacturing
6. Administrative, Support & Waste Management Services
7. Wholesale Trade
8. Arts, Entertainment & Recreation
9. Educational Services (AKA Schools)
10. Agriculture, Forestry, Fishing and Hunting

Any commercial entity in Michigan should be able to benefit from this library.

✓ Project Deliverables and Specifications

Deliverable	Deliverables Type	Timing	Details
Project Kick Off		May, 2026	Clarify responsibilities between all parties. Set meetings to share plans and assess progress, establish due dates, and solidify other logistics.
Video Planning	Planning	May 2026	Collaborate with the MRC, and their designated contractor to identify video content needs based on key topics and information that will be featured in the Commercial Resource Library. Participate in brainstorming sessions to determine the best approach for presenting content, including identifying required footage, potential video styles, length, production needs, and shoot locations. Develop concepts—both visual and

			<p>narrative—that are tailored to effectively engage a commercial audience.</p> <p>Scope of planning should include:</p> <ul style="list-style-type: none"> • Storyboarding each video, including scripting, visual concept development, and transitions • Location scouting and securing all necessary permits or access permissions • Identification and procurement of props or demonstration materials, b roll, animation, as needed • Coordination of on-camera speakers (e.g., narrators, interviewees, demonstrators) • Coordination with MRC on messaging accuracy and branding • Developing a detailed production schedule and timeline, including review periods
Filming and Production	Video Production	June-August 2026	<p>Capture original video content for use in the Commercial Research Library. This could include on-site filming at commercial operations, recycling facilities, and other relevant locations, as well as interviews with subject matter experts and commercial stakeholders, and supporting B-roll footage. The MRC will coordinate with the contractor to determine shoot locations, scheduling, and logistical requirements.</p> <p>Requirements include:</p> <ul style="list-style-type: none"> • On-site filming at recycling facilities, businesses, and other commercial sites • Conducting interviews with subject matter experts and stakeholders • Capturing supporting B-roll and environmental footage • Managing all technical aspects: lighting, sound, cameras, equipment rental, and safety
Create Short-Form Educational Videos	Video Production and Editing	August 2026-November 2026	<p>Develop a series of 8-10 educational videos to accompany the learning materials featured in the Commercial Research Library. Each video should be 3 to 7 minutes in length and deliver clear, concise information on general and sector-specific topics. Videos must be designed to engage a commercial audience and reflect best practices in accessibility and user experience, including the use of clear narration, captioning options, and inclusive design principles. Videos</p>

			should be optimized for online viewing both optimized for computer horizontal orientation and phone, vertical orientation.
Launch of Digital Commercial Library	Website Management and Advertising	Oct 2026	Ensure videos align with correct portions of the website and function properly.

✓ Scope of Work

Produce 8-10 professionally edited educational videos (3–7 minutes each) with attention to engagement, clarity, and accessibility. Work includes:

- Editing, color correction, sound design, and motion graphics (if necessary)
- Captioning and voiceover narration aligned with inclusive and accessibility standards
- Exporting final videos in multiple file formats and resolutions suitable for web and mobile use (e.g., .mp4, .mov, 1080p, 720p, compressed versions)
- Creating shorter promotional cutdowns as needed (e.g., 30–60 sec versions for social media)
- Delivering final videos along with raw and editable project files
- Scheduling and managing internal review rounds with MRC for each deliverable

We don't just want these videos to be interviews, we want to show recycling in action with visuals of recycling, back of house operations, machinery at work, and sometimes graphs and data. To illustrate some inspiration for what these videos could look like see the following examples:

- <https://www.youtube.com/watch?v=i03W6cdnlx8>
- <https://www.youtube.com/watch?v=zM1enW0lZwk>

✓ Roles and Responsibilities

Project Component	Michigan Recycling Coalition (MRC)	GT Environmental (Second project contractor)	Video Production Contractor (Selected via RFP)
Content Direction & Messaging	Lead development of video scripts and key educational messaging; ensure alignment with project goals and audience needs.	Review and provide edits to scripts to ensure technical accuracy and alignment with toolkit content.	Incorporate approved scripts into production planning and visual storytelling.

Filming Locations	Identify and determine appropriate filming locations (e.g., facilities, businesses, commercial sites) and coordinate access where possible.	Provide input on locations that best support educational goals.	Coordinate with the MRC to determine filming location logistics.
Creative Direction	Approve mood boards, visual style concepts, and major design decisions to ensure alignment with MRC branding and communication goals.	Support development of visual concepts and provide feedback on design direction.	Develop visual concepts, storyboards, and creative approaches for each video based on project goals.
Video Planning	Participate in brainstorming and planning discussions; confirm topics and priorities for videos.	Provide subject matter expertise and guidance on educational framing.	Lead detailed production planning including storyboarding, production schedules, props, and technical planning.
Filming & Production	Coordinate with contractor on scheduling and site access where necessary.	Provide subject matter input if needed for interviews or demonstrations.	Conduct all filming activities including interviews, B-roll capture, equipment management, lighting, sound, and on-site production.
Video Editing & Post-Production	Review drafts and provide approval at designated review points.	Review drafts and provide feedback related to content clarity and accuracy.	Complete all post-production work including editing, color correction, sound design, motion graphics, captioning, voiceover integration, and formatting for web/mobile.
Final Deliverables	Provide final approval and ensure alignment with MRC branding and educational objectives.	Provide final technical/content review.	Deliver completed videos, promotional cutdowns, and raw/editable files in required formats.

Project Coordination & Reporting	Manage project oversight, contract administration, and coordination with EPA grant requirements.	Coordinate with MRC on content integration with the Commercial Toolkit.	Manage day-to-day production workflow, maintain schedules, and provide documentation of activities, time, and costs.
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✓ Project Requirements

The selected contractor will enter into a formal agreement with the Michigan Recycling Coalition and serve as a subcontractor under a broader EPA-funded initiative. As part of this relationship, the following requirements will apply:

- All activities related to the development of the Commercial Resource Library — including filming, video production, editing, and more — will be documented and reported to the MRC.
- All materials and content developed through this project are the property of the MRC and will be accessible through Michigan Recycling Coalition branded digital vehicles or domains.

✓ Project Requirements

Total Budget: \$50,000

✓ Proposal Format

Please include the following components in your proposal:

- **Proposed Video Design:** A breakdown of concepts that demonstrate how the video deliverables may be produced, what they could look like, and any other relevant details.
- **Budget and Cost Breakdown:** Include within your budget proposal a breakdown of total cost per deliverable with the associated timeline and project milestones. Within the budget please include all costs which may include travel, lodging, per diem, etc. associated with filming. Filming locations are anticipated to be in locations such as Detroit, Grand Rapids, Lansing, Ann Arbor.
- **Project Experience:** A brief history of the contractor’s relevant project performance, particularly for similar contractual work. Include examples of previous work links to websites, videos, etc. demonstrating portfolio, and outlines of relevant prior contracts.
- **Roles, Responsibilities, and Timeline:** An overview of team roles, key tasks, and a project timeline. While a general outline is provided under Project Deliverables and Specifications, a variation of months and dates may be submitted as long as project completion aligns with an end date of October 2026.
- **Vendor Questionnaire:** Complete the questionnaire provided on pages 6-8 of this RFP.

✓ Contract Terms and Conditions

The selected contractor will enter into an agreement with the Michigan Recycling Coalition that includes the following terms:

- **Compliance with Laws:** Contractor must comply with all applicable federal, state, and local regulations.
- **Termination Clause:** MRC reserves the right to terminate the contract with 30 days' written notice for any reason, including non-performance.
- **Payment Terms:** Payments will be made upon submission and approval of invoices, at scheduled intervals over the course of the project duration.

✓ Anti-Discrimination Policy

The Michigan Recycling Coalition does not and shall not discriminate on the basis of race, color, religion, gender, gender expression, age, national origin, disability, marital status, sexual orientation, or military status, in any of its activities or operations. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers, subcontractors, vendors, and clients. We strongly encourage women and minority-owned businesses to apply.

VENDOR QUESTIONS WORKSHEET

Provide a detailed response to each question. "You" and "company" refers to the bidder.

Information Sought	Bidder Response
1. Contact Information	
Bidder's sole contact person during the RFP process. Include name, title, email, and phone number.	
Person authorized to receive and sign a resulting contract. Include name, title, email, phone number.	
2. Company Background Information	
Legal business name and address. Include business entity designation, e.g., sole proprietor, Inc., LLC, or LLP.	
What state was the company formed in?	
Phone number	
Website address	
Number of years in business and number of employees	
Legal business name and address of parent company, if any	
Has bidder ever been debarred, suspended, or disqualified from bidding or contracting with any entity? If yes, provide the date, the entity, and details about the situation.	

Within the last 5 years, has your company or any of its related business entities defaulted on a contract or had a contract terminated for cause? If yes, provide the date, contracting entity, type of contract, and details about the termination or default.	
3. Prior Experience	
Describe at least 3 relevant experiences from the last 5 years supporting your ability to successfully manage a contract of similar size and scope for the work described in this RFP.	
Experience 1	
Company name Contact name Contact phone Contact email	
City State Zip	
1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Dollar value	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	
Results obtained	
Experience 2	
Company name Contact name Contact phone Contact email	
City State Zip	

1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Dollar value	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	
Results obtained	
Experience 3	
Company name Contact name Contact phone Contact email	
City State Zip	
1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Dollar value	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	
Results obtained	