



Terms of Reference for the production of promotional videos

Interreg Med 3.1. BleuTourMed_C3 project- Med Sustainable Tourism Community

EC Project Number: MED 1610

BleuTourMed_C3: Maritime and Coastal SustainaBLE Tourism in the Mediterranean - Community building, Communication and Capitalisation

The objective of the Interreg MED 3.1. BleuTourMed_C3 project is to enhance jointly solutions for the protection and promotion of natural and cultural resources in the Mediterranean area through a coherent strategy of Community Building, Communication and Capitalisation. The project aims at building a thematic community of projects focused on Sustainable Tourism, supporting them to synthesise and integrate data, methods and outputs in order to better communicate as well as to capitalise their results at Mediterranean-regional level. Further information on the project is available at http://www.uni-med.net/progetti/bleutourmed_c3/. For additional information on the Interreg Med Programme, please visit: <http://interreg-med.eu/>.

The BleuTourMed_C3 project expects the filming and postproduction of 19 videos, in accordance with the video strategy established by the project and attached to the present ToRs. The video strategy might be updated during the project's lifetime in order to better respond to the communication, capitalization and community building needs of the project and following the exigencies of the events where recording is expected. Project's implementation period is from November 2016 to October 2019.

Equipment and staff requirements and availability:

- At least 1 professional video camera in 4K UHD quality and 1 professional video camera in Full HD quality to be able to shoot the same image from two different points of view and a camera to take pictures.
- At least 3 professional microphones
- Availability of at least 2 staff for shooting during the events
- Proven experience in realizing institutional videos for European-funded projects
- Staff able to conduct interviews in coordination with the project coordinators
- Staff able to edit and post produce videos, including the preparation of graphic material (logos, statistics, maps...) and animation to be included in the videos
- Knowledge of the following (foreign) languages will be an advantage: English, French, Italian and Spanish
- Availability to reply to project's request within 48 hours
- Availability to start immediately to work on the project



Videos formatting and creative elements

- Minimum quality requirement: 1080p full HD, ability to produce in 4K UHD for TV Broadcasting is an advantage
- Final formats of video: MPEG-2 and/or MPEG-4
- Duration: videos will have a duration of 5 to 30 minutes. Duration of videos will depend on the communication needs of the project
- Videos will be usually uploaded on YouTube and therefore, ideally they should respect Youtube's formatting characteristics to guarantee maximum quality. Additional information can be found at: <https://support.google.com/youtube/answer/4603579?hl=en>. However, the provider should be able to produce 4K UHD videos for TV Broadcasting
- The selected agency shall be able to prepare animated maps and graphics to be included in the videos
- The selected agency might indicate any additional graphical, creative elements and animations they are able to include in the videos
- The selected agency might actively propose suggestions for improvement of the video to produce

Interested agencies should indicate in their proposal the technical characteristics and the creative elements of the video as well as their equipment and staff availability.

Content

The content of the videos will be indicated by the project, following the Communication and video strategies. Examples of content will be, but not limited to, interviews, filming of parts of conferences, graphical videos, etc.

The selected agency might actively propose suggestions for improvement of the video to produce.

Other:

Travel and accommodation expenses of the deployed staff of the sub-contracted agency for the completion of the tasks must be covered with the allotted budget. The agency might be present at least in the 6 events expected by the project. Average duration of events will be 2-4 days. Events will take place in the European Mediterranean region. In principle, events are expected in Athens, Rome, Marseille, Croatia and Barcelona. The agency might allow some flexibility in case location of the events could slightly change due to project's needs.

Selection process:

Interested agencies must express their interest in participating in the call by sending an email to unimed@uni-med.net via the Italian certified e-mail system (pec) or by certificated letter **before 30th September at 12.00 (noon)**. **Candidatures should:**

- specifically reply to every point of the sections "equipment and staff requirements and availability" and "video formatting"
- contain the company CV showing proven experience



- provide a budget proposal covering the requirements outlined in the offer

Certificated letters should be sent to the following address:

UNIMED- Mediterranean Universities Union
Corso Vittorio Emanuele II, 244
00186 Rome (Italy)

Selection criteria:

Awarded agency will be selected following a best value for money approach and taking into consideration the technical features, quality and resolution of the videos, the experience of the company in producing videos and communication material, capacity of the agency to deliver under short delays. The economic aspect will score up to 40 points. The technical aspects will score 60 points.

Score for economic aspect will be calculated with the following formula:

$$(amount\ of\ the\ most\ economic\ offer / amount\ of\ the\ alternative\ offer) * 40 = total\ number\ of\ points$$

Score for technical aspects will be calculated as follows:

Item	Score range
Proven experience in realizing institutional videos for European-funded projects (Company CV)	0-12
Technical equipment: availability of 1 professional video camera in 4K UHD quality and 1 professional video camera in Full HD and a camera to take pictures, professional microphones	0-8
Staff availability: Number of staff involved for shooting during the events, staff able to conduct interviews, staff able to edit and post produce videos	0-8
Knowledge of the following (foreign) languages will be an advantage: English, French, Italian and Spanish	0-6
Availability to reply to project's request within 48 hours	0-6
Availability to start immediately to work on the project	0-12
Graphical, creative elements and animations that can be included in the videos	0-8

The provider will assume all obligations regarding the traceability of the financial flows provided by Law 136/2010, as subsequently amended and implemented (the "Traceability Obligations").



Selection process:

UNIMED will establish a selection committee for the evaluation of the offers. The selection committee will be composed of the UNIMED Director, the project manager, the financial manager, the communication manager of the project, an additional communication expert or project manager of the UNIMED team not linked to the project.

The members of the selection committee will evaluate individually the different proposals and give them a score to both the economic and the technical aspects taking into account all the specifications and requests of the present call. The selection committee will meet to evaluate together the proposals and give a common score to the different proposals. The final score will be obtained by the sum of multiplying the score of each aspect by its proportional weight.

The selection committee will establish a rank list of the proposals.