



TERMS OF REFERENCE

for the realization of a web platform for live broadcasting in the framework of the Partnership Agreement between UNIMED and the Anna Lindh Foundation

1. Background

In March 2019, UNIMED and the Anna Lindh Foundation signed a Partnership Agreement to work together on the issue of intercultural trends and media in the Mediterranean, through initiatives involving academics, students, journalists, activists and experts from different backgrounds.

All these initiatives aim at capitalising the Report on Intercultural Trends and Social Change in the Euro-Mediterranean region by the Anna Lindh Foundation, whose next issue is foreseen July 2021.

2. Main tasks of the service

Among the activities planned for the upcoming months, we will organise two virtual public events, one for the official launch of the Report at the beginning of July and in collaboration with UNESCO and the other in September, devoted to the media coverage of intercultural issues.

To this purpose, the service requested consists in the creation of a webpage for the events that includes the following features:

- Integrated web video conferencing platform (i.e. Zoom, GoToMeeting, Microsoft Teams);
- Integrated registration form and automatic sending of communications to the participants registered;
- Social media widgets, reporting the activity flow of the speakers (linking the widget to their social media accounts) and of the audience (monitoring the hashtags created for the event);
- Live interpretation service, with the possibility to follow the event in the original language or with interpretation. Interpretation will be ensured in English and French and possibly in Arabic (to be confirmed), so at least 2 channels further to the original audio must be available;
- Interactive chat to collect questions and comments from the audience to contribute to the discussion;
- Live polls that can be launched during the event to stimulate the audience;
- Integrated statistics tool to monitor and track the participation in the event and collect relevant data (geographic location, time spent in the platform to follow the event,



number of connections, etc.). These analytics should be easily downloadable and exploitable for reporting.

The provider appointed will be also asked to appoint one or more persons within its team to follow the organisation of the event. During the preparation phase, they will be constantly updated on the organisational aspects (speakers confirmed, presentations and audiovisual material to feed the platform and to be broadcasted during the event, scripts, questions for the speakers etc.). During the event, they will manage all the technical aspects (for example, launching a presentation or a video when planned in the scripts, launching the live polls, managing the interpretation tools etc.).

3. Expected Products

In specific terms, the provider appointed is expected to deliver:

Product/Service	Delivery Date
Webpage for the first event	18/06: first architecture of the webpage
	25/06: final version of the webpage with all features active
Technical support during the first public event (ALF-UNIMED-UNESCO)	08/07 (provisional date)
Webpage for the second event	10/09: architecture of the webpage adapted to the second event
	17/09: final version of the webpage with all features active
Technical support during the second public event (ALF-UNIMED)	28/09 (provisional date)

4. Contract Period

The contract shall be carried out from its signature until mid-October 2021.

5. Form of Contract

Goods or services ordered in the framework of the Partnership Agreement between the Anna Lindh Foundation and UNIMED shall be rendered in accordance with the conditions of contract. For the purpose of the specific services required, the Contractor is UNIMED - Mediterranean Universities Union.



6. Budget

The service provider is required to indicate an economic offer for services requested.

The total value of the contract shall not exceed **24.500 EUR + VAT costs**.

7. Application Procedure

Offers should include:

- Company profile and reference projects
- Detailed technical offer
- Detailed financial offer for the implementation of the tasks

Deadline for submission of offers: **28th May 2021**

Applications should be sent in English to: uni-med@pec.it

8. Selection criteria

The contract will be awarded to the bid offering best value for money (best price-quality ratio).

The selection criteria of the applications are:

- 50% best price
- 25% professional experience and reference projects
- 25% technical skills

9. Contact

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