



# Terms of Reference for the production of a promotional video to represent the Interreg MED Programme at the COP 27

By UNIMED – Mediterranean Universities Union

Interreg MED Project “Sustainable Tourism”, MED 6193, CUP J75J19000310001

## Abstract

UNIMED – Mediterranean Universities Union is looking for a Video Production Company (VPC) - organisation or individual - to develop a promotional video to represent the Interreg MED Communities’ main message for the COP27, the UN Climate Change Conference 2022 that will take place in Sharm el-Sheikh, 6-18 November 2022.

For this occasion, UNIMED wants to realise a video that should last between two to three minutes and mix graphic animations, illustrations, maps, footages, and interviews. UNIMED will define the communication and branding guidelines that the VPC should follow. Besides, UNIMED will provide: 1/ the illustrators and motion designers who will realise all the animated illustrations, 2/ full access to the Artgrid stock for footage and music if necessary for editing this video. On its side, the VPC should be able to shoot interviews, edit the video with soundtrack and voice over (native English speaker) and realise data-visualisation and animated maps.

The contract is carried out in the framework of the Sustainable Tourism project, an Interreg MED Initiative launched in November 2016 that will be operative until December 2022, whose main mission is to promote sustainable tourism solutions in the Mediterranean coastal areas.

Offers should be sent to [uni-med@pec.it](mailto:uni-med@pec.it) by 05/09/2022 at 12:00 am (see below for details). The total value of the contract shall not exceed 12.000 €.

The selected contractor will be notified by 12-16/09/2022 and the final video ready-to-publish should be delivered by 28/10/2022.



## 1/ The Interreg MED Programme participation in the COP27 and UNIMED's role

The Interreg MED Programme is one of the sponsors of the “Mediterranean Pavilion” at the COP27 that will take place in Sharm el-Sheikh (Egypt) in November 6-18, 2022, in the Blue Zone, and UNIMED is providing technical assistance and support to the Joint Secretariat in this initiative. The “Mediterranean Pavilion” is an Initiative of the UfM – Union for the Mediterranean, UNEP MAP and Prima Foundation gathering 15 Mediterranean stakeholders to bring the attention of the negotiators toward the Mediterranean and to highlight the specificities of this region and the value, replicability and scalability of the projects implemented in this area.

In this framework, UNIMED is providing the Interreg MED Programme Joint Secretariat with the following services:

- 1/ Technical assistance in realizing the sponsorship of the “Mediterranean Pavilion”, an initiative co-organised by the UfM – Union for the Mediterranean, UNEP MAP and PRIMA Foundation.
- 2/ Support in coordinating and harmonizing the participation of the Interreg MED Communities with the partners of the “Mediterranean Pavilion”.
- 3/ Co-design and implementation of the communication action plan with the Joint Secretariat to promote the participation of the Communities in the summit.
- 4/ Production of the promotional video representing the message of the Interreg MED Communities for the COP27's Mediterranean Pavilion.

UNIMED is providing this support to the Joint Secretariat of the Interreg MED Programme via its participation in the Sustainable Tourism project. The Sustainable Tourism Community - an Interreg MED initiative co-funded by the European Regional Development Fund (ERDF) - was launched in November 2016 for a three-year period and, in October 2019 it has been renewed until December 2022 and enriched with new territorial cooperation projects.

The Community can now rely on 30 territorial cooperation projects and almost 400 organisations (public authorities, private companies, universities, NGOs and international organisations) active in 13 European countries to promote sustainable tourism by capitalizing on tools and good practices developed by its projects. Besides, two Strategic Projects, approved in October 2019, focusing on governance of sustainable tourism are joining forces with the Community to make tourism a real driver for inclusive and sustainable growth.

The Sustainable Tourism project is coordinated by [DIBA - Barcelona Provincial Council](#) (Barcelona, Spain) in partnership with [UNIMED](#) - Mediterranean Universities Union (Rome, Italy), [University of Thessaly](#) (Thessaly, Greece), [NECSTouR](#) - Network of European Regions or Sustainable and Competitive Tourism (Brussels, Belgium), [Plan Bleu UNEP MAP](#), the Regional Activity Centre of Mediterranean Action Plan (Marseille, France), [Adriatic Ionian Euroregion](#) (Dubrovnik, Croatia), [RDA Green Karst](#) - Regional Development Agency (Pivka, Slovenia).



## 2/ About UNIMED – the Mediterranean Universities Union

[UNIMED - Mediterranean Universities Union](#), founded in October 1991 by Prof. Franco Rizzi, is an association of Universities from the countries of the Mediterranean basin.

It counts 149 Universities coming from 24 countries of both shores of the Mediterranean (data updated to June 2022).

UNIMED acts in different scientific fields and its aim is to develop research and education in the Euro-Mediterranean area in order to contribute to scientific, cultural, social and economic cooperation.

The image that better represents our association is that of a *University Without Walls*.

Through the many initiatives carried out over the three decades, UNIMED has promoted the collaboration between universities of the Mediterranean, becoming a point of reference for international university cooperation.

## 3/ Scope of work

UNIMED is looking for a Video Production Company (organisation or individual) for the realisation of a promotional video to represent the Interreg MED Programme's main message for the COP27 summit (UN Climate Change Conference 2022) that will take place in Sharm el-Sheikh, 6-18 November 2022.

For this occasion, UNIMED will ensure the coordination between the Interreg MED Programme's Joint Secretariat, the thematic communities more directly involved in the "Mediterranean Pavilion" and the appointed service provider to produce the promotional video. However, UNIMED will be the sole contact point of the appointed service provider and it will be responsible for defining the message together with the appointed Video Production Company and approving the final version of the video.

The video required should last between two to three minutes and mix graphic animations, illustrations, maps, footage, and interviews. It will have to comply with the communication and branding guidelines of the "Mediterranean Pavilion" and the Interreg MED Programme branding and communication guidelines.

The script and the style to be adopted will be defined by UNIMED with the support of the video production company. UNIMED will define the communication and branding guidelines that the VPC should follow. Besides, UNIMED will provide: 1/ the illustrators and motion designers who will realise all the animated illustrations, 2/ full access to the Artgrid stock for footage and music if necessary for editing this video. On its side, the VPC should be able to shoot the interviews, edit the video with soundtrack and voice over (native English speaker) and realise data-visualisation and animated maps.



Reference videos:

// The Truth Is Essential: Life Needs Truth | The New York Times  
<https://www.youtube.com/watch?v=pp8vIJhwESw>

// We Debunk the Latest Corporate Climate Lie | NYT Opinion  
<https://www.youtube.com/watch?v=RilwnjDwTOc>

// Computing human bias with AI technology  
<https://www.youtube.com/watch?v=RyanJ2h-9-g>

// How abortion bans make inequality worse  
[https://www.youtube.com/watch?v=1O\\_YHxd\\_HWQ&t=544s](https://www.youtube.com/watch?v=1O_YHxd_HWQ&t=544s)

## 4/ Deliverables and deadlines

**12-16/09/2022**

**Step #1:** All the applicants will be notified about the result of the selection, and the selected video production company will be contacted for organising the first meeting the week after

**18-23/09/2022**

**Step #2:** Pre-production meeting with UNIMED and a representative of the Interreg MED Programme Secretariat

**16-28/09/2022**

**Step #3:** UNIMED and the appointed contractor in cooperation with the Joint Secretariat work on the script and storyboard

**Step #4:** Development of the graphic supporting materials (footages, illustrations, animations, music, etc.) and editing of a first draft

**18-21/10/2022**

**Step #5:** Delivery of first draft and review by UNIMED

**28/10/2022**

**Step #6: Delivery of the final video ready-to-publish**

**Final approval**



## 5/ Intellectual property rights and Creative Commons licence

The author of the contents will be the sole owner of the intellectual property rights, but he/she must agree to share the contents under the Creative Commons Licence “Attribution-NonCommercial 4.0 International (CC BY-NC 4.0)”.

Under this licence, users are free to:

- \_ Share: copy and redistribute the material in any medium or format
- \_ Adapt: remix, transform, and build upon the material

The licensor cannot revoke these freedoms as long as you follow the licence terms.

Under the following terms:

- \_ Attribution: You must give appropriate credit, provide a link to the licence, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.
- \_ NonCommercial: You may not use the material for commercial purposes.

## 6/ Who should apply

The tender is open to Video Production Company (organisation and individual) who has the following characteristics:

- \_ it can be a company or group of free-lance professionals
- \_ legally based in the European Union
- \_ proven previous experience in producing promotional video for high-level international events
- \_ excellent video editing skills
- \_ proven capacity of copywriting
- \_ capacity of realising videos with animated data visualisations and/or maps
- \_ capacity of designing all the supporting graphic materials
- \_ being able to provide voice over in a fluent English (native) and subtitles

## 7/ Contract Period

The contract is subject to the availability of funds.

**Starting date of the assignment:** at the signature of the contract

**Finishing date of the assignment:** 30/11/2022



The contract could be extended till 30 December 2022 if needed to complete some foreseen activities due to force majeure.

## 8/ Form of Contract

Goods or services ordered by the Sustainable Tourism consortium as a result of the bid shall be in accordance with the Sustainable Tourism project's conditions of contract. The Terms and Conditions are those of the contractor, which is UNIMED - Mediterranean Universities Union.

## 9/ Application procedure

**The Video Production Company (organisation or individual) has to submit its best offer that should include:**

- \_ updated CV of the team working on this operation
- \_ portfolio / reference of similar projects
- \_ detailed financial offer for the implementation of the tasks

**Deadline for receipt of offers:** 05/09/2022 at 12am

**Applications should be sent in English to:** [uni-med@pec.it](mailto:uni-med@pec.it)

## 10/ Selection Criteria

The contract will be awarded to the individual/company that scores best on the criteria below.

Scores for this call will be evaluated 70% on quality and 30% on price.

The weighting is as follows:

COMPONENT	CRITERIA	WEIGHTING
Quality	Coherence of budgeting	10%
	portfolio / reference of similar projects	30%
	updated CV of the team working on this operation	30%
Price	detailed financial offer for the implementation of the tasks	30%



Scoring methodology for the quality components will be as follows:

0	1-2	3-4	5-6	7-8	9-10
<b>Unacceptable</b>	<b>Poor</b>	<b>Inadequate</b>	<b>Satisfactory</b>	<b>Good</b>	<b>Excellent</b>
The information is either omitted or fundamentally unacceptable to evaluating officers	The information submitted has major omissions or does not demonstrate compliance with requirements	The information submitted has some omissions or demonstrates only limited compliance with requirements	The information submitted meets requirements in demonstrating compliance with requirements	The information submitted provides strong evidence of compliance with requirements	The information submitted meets all expectations and/or exceeds them; and provides strong evidence of compliance with requirements to a very high standard

Price will be evaluated with the lowest inclusive price scoring 30%, and other bids scored using the following formula:

(Lowest inclusive price) divided by (your price) multiplied by 10 (highest score).

The offer should be with prices quoted in EUR and should include:

- the net value of provided service;
- description of expertise relevant to the task and examples of work performed;
- budget breakdown with specific cost descriptions (please include at least two rounds of testing for corrections to each module after initial design).

The financial proposal must be presented in the following format:

Item	Price in euro (excluding VAT)	Required timing
<b>TOTAL</b>		

Please insert lines as required.

The total price must include all costs and all expenditure incurred directly and indirectly by the contractor in performing the tasks.



## 11/ Budget

The total value of the contract (including any taxes and contributions) **shall not exceed 12.000 EUR.**

VAT exemption is applicable. For Italian providers, the VAT exemption is applicable according to Article 72 of the Italian Law D.P.R. 633/72. Providers based in other countries must refer to the national legislation and indicate the applicable law.

The contract is subject to the availability of funds.

## 12/ Contact

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