



Reference: FPEC/40/2021

Date: May 8<sup>th</sup>, 2020

**Subject:** TOR for the selection Video developers/Media Producers

**Project:** Promoting UPcycling in Circular Economy through INNnovation and Education for creative industries in MEDiterranean cities (INNOMED-UP)

**Funding Source:** EU under ENICBCMed to the support of the EU/Programme

## **Background**

Future Pioneers for Empowering Communities' Members in the Environmental and Educational Fields (FPEC) is a non-profit organization established on March 20, 2012 specialized in empowering community members to overcome poverty through building their capacities, raising their public awareness, and promoting SMEs in the educational, environmental, health and social fields with special focus on women, youth and marginalized groups.

FPEC has been awarded on Sep 1, 2019 a project titled "Promoting UPcycling in Circular Economy through INNnovation and Education for creative industries in MEDiterranean cities (INNOMED-UP). The INNOMED-UP project is implemented under the 2014 - 2020 ENI CBC "Mediterranean Sea Basin Programme". It is financed by the European Union through the European Neighbourhood Instrument. The lead beneficiary (LB) is the National Technical University of Athens NTUA.

**The project overall objective** is to propose a strategy for Med-cities, where Cultural and Creative Industries (CCI) SMEs create circular economy clusters locally and participate at cross border innovation networks thus promoting urban and social inclusion.

## **Specific objectives:**

1. CCI SMEs Clustering in the Mediterranean historic city centers promoting urban revitalization & social integration networking at cross border level, accessing knowledge Innovation Endorsement



of Industrial Symbiosis, Social Economy & Cross-Border schemes. Synergies with local governments & stakeholders.

2. CCI SMEs access to new & external knowledge from the research/educational sector & experts on CE & training on the use of new technologies & smart tools to accelerate innovation & boost their competitiveness deliver new innovative products & new business models for CCI SMEs on the circular economy concept.
3. Promotion of social engagement with CE practices through six case study clusters & active involvement of local stakeholders/local communities Boosting job opportunities, Enhancement of Social Cooperative Entrepreneurship and Sharing Economy, Promotion of social inclusive & gender equality policies.

### **Objectives and scope of the assignment**

**Future Pioneers** is looking for video developers/Media producers to provide videography services that will support the communication activities of the INNOMED-UP project. The specific videos anticipated to be developed include:

1. Video 1: One animated video for 2-3 minutes about the impact of Covid on SMEs
2. Video 2: One video (both animation and filming) for 10 minutes for the innovative products
3. Video 3: One video (both animation and filming) for 10 minutes for the open workshops or open reuse market

The video developer is required to do the following :

1. Production of video (script writing, videography, voice over, editing, audio balancing, sub-titling (English to Arabic or vice versa), format exporting, archiving raw and edited work etc.) according to FEPC standards obtained from the INNOMED-UP guidelines. The videos should be produced in highest quality to adequately represent the organization. Also, online versions should be created to be uploaded on the social media outlets as well as website
2. Handle all the required interviews and photo taking, as it is expected that the contractors shall use their own video camera and professional editing software
3. Edit the footage in line with the script which will be agreed upon and approved by FEPC focal person
4. Clearly identify logos, project branding, location, name interviewees, quotes and any relevant details approved by FEPC
5. Archive the edited output in DV and DVD format along with professional log



## **Deliverables**

<b><u>No.</u></b>	<b><u>Deliverables</u></b>	<b><u>Duration and timeline</u></b>
<b><u>1</u></b>	Video 1: animated video for 2.5 minutes about the impact of Covid on SMEs	within one month from the date of contrat signature
<b><u>2</u></b>	Video 2: Video for 10 minutes for the innovative products	within 3-4 months from the date of contrat signature
<b><u>3</u></b>	Video 3: Video for 10 minutes for the open workshops or open reuse market	within 6-8 months from the date of contrat signature
It is expected by the end of the assignment to deliver all videos (high quality and online versions) as well as all raw materials produced		

## **Performance indicators for evaluation of results:**

The evaluation of the contractors' performance will be based on:

- Completion of tasks specified in ToR;
- Compliance with the established deadlines for submission of deliverables;
- Quality of work;

## **Qualifications and experience**

The contractors are expected to have the following qualifications:

- Proven experience in videography/video editing, and experience of editing
- Demonstrated experience of conception, production and editing of mini video documentaries
- Experience covering circular economy, and Small and Medium Enterprises (SMEs) subjects will be an asset

## **Technical and Financial Offers**

Interested bidders are requested to provide technical and financial offers with description of their experience, as well as a portfolio of previous works. The Technical Proposal should include, but not be limited to, the following:

- Short profile, including CV(s)
- Detailed individual portfolio (web links to produced videos) showcasing range of work



- Demonstrated experience in videography on environmental issues especially circular economy and SMEs will be an assets
- Production capabilities: quality video production, including related hardware and editing software

The financial proposal shall specify an all-inclusive fee per video product, which should include filming charges, transportation expenses, post production, as well as crediting, subtitling, voiceover and all eligible taxes. The Financial Proposal should be provided in local currency (Jordanian Dinars). This contract does not allow payment of off-hours, medical insurance, and sick leave.

Bidders should sent their technical and financial proposal by May 18<sup>th</sup>, 2021 at 23:59 by the latest to be sent to the following email address: [procurement@future-pioneers.org](mailto:procurement@future-pioneers.org)

### **Evaluation**

Competence and relevant qualifications of the Consultant	70 scores
Financial Offer	30 scores

Only successful applications will be contacted for interviews

### **Copyrights**

The copyright of all video materials produced (raw and edited) taken during the assignment will belong to Future Pioneers.