



Call for Expression of Interest

TERMS OF REFERENCE

Audio-Visual Team – Video Production

ENI CBC MED Strategic projects

Project Title	A.1.3. - Med Pearls The Mediterranean as an innovative, integral and unique destination for Slow Tourism Initiatives
Program	ENI CBC Mediterranean Sea Basin
Financing	European Union
Contracting authority	CEEBA – Confederation of Egyptian Business Associations
Experts to be selected	Audio visual team
Location of the contract	Egypt

The Confederation of Egyptian Business Associations – CEEBA is seeking the services of an Audio-Visual Team to produce videos for the EU-funded Med Pearls Project which is part of the ENI CBC MED Program.

Med Pearls aims at internationally positioning the Mediterranean as an integral destination to experience the med lifestyle through Slow Tourism (ST), inviting travelers to discover sustainably and new destinations while taking time to have direct contact with local communities. It will focus on 13 Pilot Areas from 6 Mediterranean countries; each country will create 2 videos per Pilot Area that will be used to encourage potential travelers to visit these territories and to promote them on the project's platform. Additionally, a long summary video of all the destinations and pilot areas will be created.

Editing and postproduction, as well as the summary video, will be made by a video editor team chosen by our project partner: Discovery Tourism Development.

The 2 videos will focus on the 2 Pilot Areas Al-Montazah and Lakes Mariout and Edku in Alexandria, Egypt and their adjoining areas.

Our target audience includes:

- International/National Tourists
- DMCs and tourism agencies
- National, regional and local public authorities



Med Pearls

- General public/local communities

Minimum qualifications and requirements:

- Team members must be experienced in video production, editing and photography with related qualifications/certifications.
- A good portfolio and references with similar assignments.
- Ability to coordinate and communicate remotely with video editor team.
- Ability to produce high quality videos on time.
- Excellent communication skills in English.

Expected deliverables:

- Create 2 videos for the 2 pilot areas: Al-Montazah and Lakes Mariout & Edku in Alexandria
 - A long video (2-3 min) to promote the destination, mainly viewed on website and platform of the project.
 - A short video (20-30 sec) a more experiential/emotional soul to create engagement with potential travelers. Will be used on social networks
 - Extra footage that will be used in a summary video (mentioned above) highlighting contents from the previous 2 videos plus contents of the other partner's pilot areas. This will be used to promote and display the different destinations the Med Pearls project in a jointly way.
- Record the necessary footage of the pilot areas with extra footage so the video editors will have enough material to use.
- Create a file/pool of relevant photos and videos of Lakes Mariout and Edku and the adjoining areas for social media use.
- Provide different samples of royalty free music to be used in videos.
- Write the specific video-script in English of each pilot area aligned with the general script provided by CEEBA.
- Coordinate with CEEBA and Discovery Tourism Development to ensure homogeneity and quality of the taken footage.



Aesthetics and Technical characteristics of the videos:

Mandatory elements/shots to appear:

- Name of the Pilot Area plus slogan on a long landscape shot of the Pilot Area.
- Long landscapes shots. Aerials views are encouraged, and can either be done with panoramic sequences, or drone technology if it is available / permitted. These ones should help viewers to locate the destination and understand its landscapes.
- Natural attractions highlights: 2 elements maximum.
 - Natural parks / Urban nature areas / Rural landscapes and fields / Bodies of water
 - People enjoying nature activities (hiking, cycling, etc.)
- Cultural attractions highlights: 2 elements maximum.
 - Locals producing local handcrafts / Local food being produced and made.
 - Festivals / Museums and heritage attractions / Local population or indigenous cultures/groups.
- Background music during the whole video. It is better if it is related to the culture of the destination.

Technical specs of video-recording:

- Fast transitions and effects should be avoided, as the goal of the video is to share the slow pace philosophy.
- The colors and lights of the video should be natural, follow common settings. Colors should not be too vivid, and the light contrasts not too high. Natural light should be used as much as possible.
- Usage of sliders and stabilizers (Gimbals) for tracking and moving shots is highly encouraged.
- Usage of aerial views of the destination are encouraged.
- The video should not display still photos. Only videos are allowed.
- All lossless raw formats of the recordings are accepted.
- Video recordings should be all in Full HD format (1920 x 1080)
- Video recordings should be recorded in either 24 FPS/ or 25 FPS.
- All the raw, unmounted images should be recorded on a take-away disc and provided at the end of the project. It is also worth it to send any behind the scenes footage if possible.

Communication may be carried out remotely by the e-mails and other long-distance communication tools (e.g. ZOOM, Google meet, etc.)



Nationality rule:

The selected expert should come from countries eligible to participate in the procurement procedures as indicated in the Articles 9 of the Regulation (EU) No 236/2014, and include:

- (a) Member States, beneficiaries listed in Annex I to Regulation (EU) No 231/2014, and contracting parties to the Agreement on the European Economic Area; 4
- (b) developing countries and territories, as included in the list of ODA recipients published by the OECD-DAC ('list of ODA recipients'), which are not members of the G-20 group, and overseas countries and territories covered by Council Decision 2001/822/EC;
- (c) The Republic of Belarus;
- (d) developing countries, as included in the list of ODA recipients, which are members of the G-20 group, and other countries and territories, when they are beneficiaries of the action financed by the Union under the Instruments covered by the Article 9 of the Regulation (EU) No 236/2014; (e) countries for which reciprocal access to external assistance is established by the Commission. Reciprocal access may be granted, for a limited period of at least one year, whenever a country grants eligibility on equal terms to entities from the Union and from countries eligible under the Instruments covered by the Article 9 of the Regulation (EU) No 236/2014.

Evaluation:

CEEBA and Discovery Tourism Development will evaluate the applicants based on their responsiveness to the TOR with key focus on:

- Previous experience in a similar project. A portfolio is required.
- General and additional qualifications: general competency of the team, prior experience, education and training of the team.
- Technical and financial proposals entailing the budget for all elements specified.

Documents required:

- Portfolio, showing previous experience and similar assignments.
- 2 quotations per pilot area = 4 quotations in total.



- Budget for the following tasks:
 - ❖ Creating script and videos of varying lengths.
 - ❖ Taking professional pictures of pilot areas.
 - ❖ Creating a file/pool of relevant pictures/videos of pilot areas for social media use.
 - ❖ The cost of trips/ in case the team needs to travel to the territory.

Please send your technical and financial proposals including references written in English no later than 2nd of July, 2021 by email to: info@ceeba.org