



Med Pearls

Call for Expression of Interest

TERMS OF REFERENCE

Video clip production

MED PEARLS Project - ENI CBC MED Program

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	Mediterranean Pearls APS
Experts to be selected	Videomaker
Location of the contract	Italy

Mediterranean Pearls APS is seeking the services of a Video Maker professional/team to produce audiovisual material for the EU-funded Med Pearls Project which is part of the ENI CBC MED Program.

Med Pearls Project aims at internationally positioning the Mediterranean as a unique and integral destination to experience the Med lifestyle through SlowTourism (ST), inviting travelers to discover sustainably and responsibly new destinations while taking time to have direct contact with local communities. The idea is to create similar experiences based on the typology of products and themes agreed among partners, therefore, visitors will live similar experiences, of the same quality, in any of the 13 areas targeted by Med Pearls.



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The audiovisual material will be used to create 2 videos per Pilot Area 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. So, this is not a task required by this Call for Expression of Interest.**

The 2 videos will focus on the 2 Italian Pilot Areas:

- Etna - Alcantara Valley
- Sabina Reatina

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.
- Excellent communication skills in English.

Expected deliverables

- Shooting of the necessary footage of the pilot areas, with extra footage so the video editors will have enough material to use.
- Creation of a pool of relevant photos and videoclips of the highlights of the Pilot Areas for social media use.



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- Providing different samples of royalty free music to be used in videos, possibly related to the culture of the Pilot Area.
- Production of a specific video script which can also be used by the video editing team selected by Discovery Tourism Development.
- Coordination with Mediterranean Pearls APS 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.
- Long landscapes shots. Aerials views are encouraged, and can either be done with panoramic sequences, or drone technology if it is available / permitted.
- Natural attractions highlights:
 - Natural parks / Urban nature areas / Rural landscapes and fields / Bodies of water
 - People enjoying nature activities (hiking, cycling, etc.)
- Cultural attractions highlights:
 - Locals producing local handcrafts / Local food being produced and made.
 - Festivals / Museums and heritage attractions / Local population or indigenous cultures/groups.

Technical specs of video-recording



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- 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.

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

Mediterranean Pearls APS 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.



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- Quotation for the Pilot Area chosen or for both Pilot Areas. The task to be quoted are those described under "Expected deliverables". Travel and relocation costs within the pilot areas should be included in the quotation, as should any other expenses necessary to perform the required tasks.

Please send your technical and financial proposals including references written in English and/or Italian no later than **August 31st, 2021** by email to:
medpearls@mediterraneanpearls.it